

LEGION

MAGAZINE



I A
REPUBLICAN
Presidential Electors For
Richard M. **Nixon**



I B
DEMOCRATIC
Presidential Electors For
John F. **Kennedy**



SEE PAGE 11

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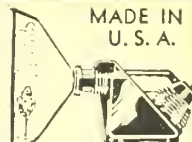
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THE AMERICAN

LEGION

MAGAZINE



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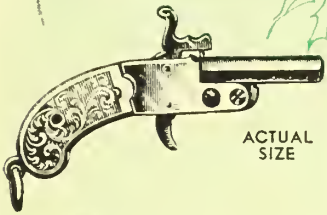
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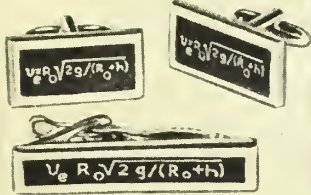
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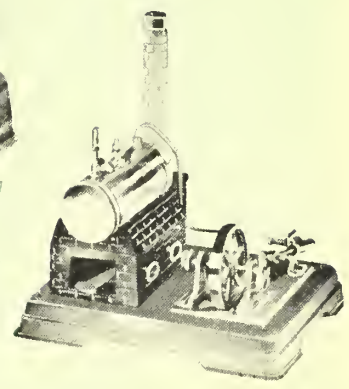
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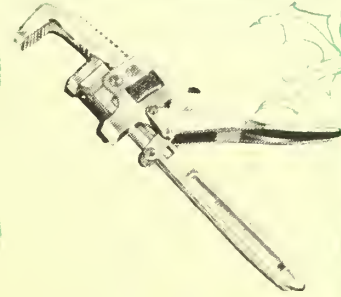
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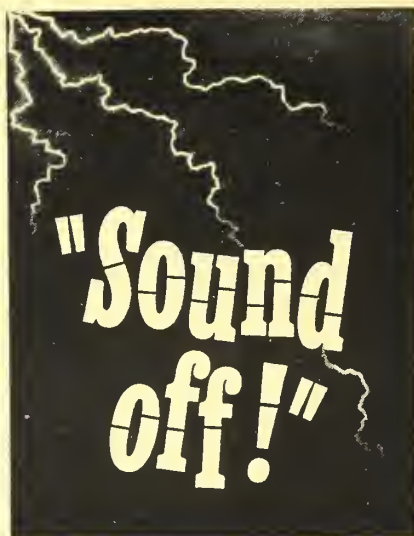
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WANTS INVESTIGATION

Sir: I think it is time for another full-blown investigation of our State Department. In view of what has been happening in Latin America, Africa and elsewhere, I cannot believe the mess was cleaned up when investigations uncovered people like Hiss, Remington, Harry Dexter White, Latimore and others messing around with our foreign policy. I urge everyone to write his Senators calling for an intensive study of our foreign policy failures and who has been involved in them. The Senators might be timid in view of what the commies and their egghead helpers did to Joe McCarthy, but this is something we cannot permit to go on as it has been.

Richard H. McCarthy
Brooklyn, N. Y.

HARD TO UNDERSTAND

Sir: You will pardon me if I seem confused but I just can't make out the following: We are faced with a vicious communist regime in Cuba and our Secretary of State attends a meeting in Costa Rica to persuade the Organization of American States to do something about it. But almost all he says, publicly at least, is directed against the Dominican Republic. Now Trujillo may be a bum but he is not a red bum, nor is he anti-U.S.A. yet.

I can't figure out this Congo business either. The Russians are demanding that U.N. troops intervene and take action to establish the ex-jailbird Lumumba as the boss of the Congo, but the Russians permitted no intervention whatsoever when their troops were slaughtering the Hungarians who wanted self-determination.

Another thing that I can't figure out: During WW1 everybody got excited over false propaganda that Belgian women and children had their hands cut off by the boche. We got so excited over this that it was a major factor in getting the United States into the war. A few weeks ago, many Belgian women were raped and other whites were brutally treated by savages

in the uniform of Congolese soldiers. There is no false propaganda this time. But we take it calmly! We meekly submit to all sorts of insults and discuss handing Lumumba \$200,000,000 the first year he is in business — with half of it to come from American taxpayers. Have we gone completely daft?

W. H. Braden
New York, N.Y.

MOVIES FOR AMERICANS

Sir: Thank you for your article in the September issue of *The American Legion Magazine* entitled "Movies for Americans," by Howard Stephenson. I personally think it is time Americans took a stand against the filthy movies being offered to us by the film industry. I wish every American citizen could read your article.

Mrs. Peggy J. Cockrell
Rocky Mount, N.C.

Sir: I have just enjoyed reading "Movies for Americans" in your magazine. Although I cannot agree with Mr. Howard Stephenson on all points, many he has raised have my cheers. Knowing some of the answers to questions he propounds, I am nonetheless deeply glad to hear them asked. "Why is Hollywood avoiding the paydirt of American history?" I have asked this and many similar questions through a character in my forthcoming novel, "Naked in a Cactus Garden." Having contributed as a screenwriter to two of the over-\$10 million grossers therein listed, ("The Ten Commandments," "Samson and Delilah"), I certainly applaud the hope that in our present exploitation of so much unfit-for-the-screen material a picture like "The Alamo" may start a trend into a field I have often explored with love and excitement — our American history.

Jesse L. Lasky, Jr.
Los Angeles, Calif.

Sir: It was like a breath of clean fresh air to read the article "Movies for Americans." Three cheers for the author. Let's have more people with this kind of thinking and we may be able to look forward to seeing cleaner and better pictures.

Mrs. Mary A. Hickey
Roxbury, Mass.

Sir: The article on the movies is 100 percent right. My family used to attend movies at least twice a week. I would be embarrassed to be seen at many of our present-day movies, but when a good movie comes along we attend.

F. C. Garrett, Jr.
Blakely, Ga.

Sir: I greatly appreciated the article "Movies for Americans." I truly think the movie industry should put out more religious, patriotic and educational movies instead of such trash as some I have seen advertised lately! It is not only a poor example to set be-

(Continued on page 48)

FLORIDA

IS WHERE THE FUN IS!

Yes, we have the fun of living down in sunny Florida. And this, of course, is the real answer to the remarkable interest of the American public in Florida's sun-drenched earth. Americans everywhere are enthralled with the idea of living in Florida. Here in Florida we don't suffer the rigors of excessive heat or cold, of lack of water or abundance of dust. While those of us who live here are occasionally amused by the efforts of other States to dissuade the American public from their Florida destinations, the primary reasons for the phenomenal decade of growth here are evident.

CLIMATE

Climate is the big reason people prefer Florida living. The climate gives the rich Florida earth two and three crops per year, and its citizens the joys of outdoor living. The Orlando area has one of Florida's finest climates, and overage year round temperature is a delightful 70.4 degrees. Sparkling, spring-fed fresh water lakes with tremendous black-bass and bream in super-abundance would not be very exciting in 30 degree weather, nor would water-skiing, boating, shuffleboard, etc.

RETIREMENT

Another reason for the big growth in Florida is the amazing number of senior citizens who choose to retire here. The truth is that people feel better in Florida. Retired must not mean "Tired-out" or "put on the shelf." Here in Florida, where the outdoor beckons and back yards are sometimes more used than northern living rooms, a general feeling of physical well-being prevails.

INDUSTRY

Florida has shown a remarkable surge since 1950 in industrial development. The glamorous missile and electronic research and development programs are headquartered in Florida because they require excellent weather and excellent working conditions. Certainly these industries have advanced the cause of Florida by raising wage scales and industrializing what was once under-developed countryside. Orlando Highlands is in Orange County, and is 8.2 miles South of the City of Orlando. Orlando has the mutual advantages of industrial growth, urban expansion and unequalled recreational surroundings. Only the unique blending of these elements—RETIREMENT, CLIMATE and INDUSTRY could cause this tremendous growth. This is your chance to participate by investing in Florida's most precious commodity — her sun-drenched earth — in a county of proved expansion.

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Remember this is not a homesite subdivision, but is an investment for you in the future growth of Florida.

THE LOCATION:

Orlando Highlands is 8.2 AIR miles South of the City limits of Orlando, 2 1/2 miles South of the giant Martin Company plant site, which is presently employing 8700 workers in a modern, new, clean plant, and 4 1/2 miles North of the City of Kissimmee. **THE ELEVATION:** Orlando Highlands is high, dry pine land. Elevation ranges between 72 and 108 feet. Orlando Highlands IS NOT swampland.

THE IMMEDIATE AREA:

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THE CITY BEAUTIFUL:

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EDITOR'S CORNER

HOT SUBJECT

THROUGHOUT THE NATION today thousands of scholars are working on theses for their doctorates. As a result of their labors, the sum total of human knowledge will be enriched with papers on such subjects as the use of sequins on millinery of the Ming dynasty, permissive attitudes in Polynesian siblings, and the interrelation of retroactives in horizontal-vertical overtones.

If there is a scholar who would like to do something different, and a bit more significant, a wonderful thesis could be written on Dr. Maurice Halperin. Halperin used to work at Boston University but he recently turned up in Moscow, working for the Kremlin mob at headquarters.

While he was at Boston U., people who knew he was a red expressed the opinion that such a fellow had no business in a place where impressionable youth would be exposed to him. This brought on the usual howls of "character assassination," "invasion of academic freedom," "smear," and all the other familiar clichés.

All this, embellished with editorials and commentary by partisans of Halperin, would make an extremely interesting thesis. The title: "How the Academic Protective Association and Peripheral Agencies Work To Protect Traitors."

But if you think you'd be awarded a doctorate for messing around with a subject like that, you're mistaken. Academic freedom, after all, has its limits.

HOW TO BE HAPPY

ONE ASPECT OF THE current political campaign is intriguing. Listening to the speeches, one gets the feeling of a peculiar bipartisan approach to many problems at home and abroad. The basic premise is that if you apply enough millions of dollars to any problem the problem will solve itself.

If our schools and colleges are turning out graduates who are more nincompoops than scholars, we can make matters right by giving the educationists a few more billions a year to spend on plant and payroll. If such good friends of the United States as Lumumba, Nehru, Tito, Gomulka, and Sukarno find the going rough, it is obviously up to us to help them out with as many hundreds of millions of dollars as they tell us is necessary.

The implication is that not only do we have to do these things but there's no cost involved to the American taxpayer. In some mysterious way, the government

speeds up the presses that print the thousand-dollar bills, or it sweats the money out of millionaires and soulless corporations, so actually it's of no concern to the average guy.

The only people who worry are a few old fogies who went to school before John Dewey and his fellow luminaries invented progressive education. These unfortunate wretches, who keep getting four when they add two and two, are convinced that every third dollar they earn is grabbed by the collector. Since they know how to read and think, they are made unhappy when they read what happens to the money they have to fork over.

There's only one remedy for this sad situation. We must provide many billions, at once, for progressive education. If we do this, we predict that Americans will become the happiest people on earth.

Unable to do simple arithmetic, they won't worry about taxes, inflation, interest, etc. Incapable of understanding words of more than one syllable, they won't be troubled by crises and catastrophes. And not having been taught a thing about American history, these happy "whole children" won't know what has been taken from them by those who envision a kindergarten-state peopled by muddleheaded mediocrities.

PUZZLEMENT

AS THE MONARCH in "The King and I" would say: "It's a puzzlement." If there's anything that old bolsheviks won't stand for it's deviationism. Yet Khrushchev made a special project out of importing into his Soviet fairyland Martin and Mitchell, two characters with a record of non-conformity.

Now that these two ex-employees of the National Security Agency have done their stuff for their new comrades, there is a lot of speculation as to what Mr. K will do with them. We might suggest that they be given starring roles in the Bolshoi Ballet. They're just what the Russkies need to round out their cultural exchange program.

NEED CAPITALIST CASH?

THE SOVIET press has always been well disposed to Cyrus Eaton, the Cleveland tycoon, but it has become exultant over him since he was "honored" by being granted a Lenin Peace Prize. One leading Soviet publication said: "Cyrus Eaton is a big industrialist and a leading Capitalist who has switched allegiance to the World of Peace from the World of Capital."

Assuming this to be so, it seems to present a great opportunity for Americans. Cy has more millions than he knows what to do with, and tremendous holdings in steel, railroads, etc. Since he will probably have to wash his hands of all this capitalistic trash to enter the Soviet World of Peace, the stuff would seem to be up for grabs. Why not write him at Cleveland and put in a bid for some of it? You might just come up with a factory, a coal mine, a railroad or a big bundle of banknotes. The communists have a saying: "From each according to his ability; to each according to his need." So if you need it, just speak up.

BRIEFLY

ABOUT BOOKS

The War: A Concise History 1939-1945, by Louis I. Snyder. JULIAN MESSNER, \$7.95. The entire history of World War II compressed into one interesting volume. It covers not just the war itself but the events that led up to it.

Red Star Over Cuba, by Nathaniel Weyl. DEVIN-ADAIR, \$4.50. Further documentation of the kind of character we are dealing with in Fidel Castro, and the way our State Department was hoodwinked about Cuba.

Civilians Under Arms, by Herbert Mitgang. PENNINGTON PRESS, \$3.95. An anthology from *Stars and Stripes* which shows the differences and similarities of American wars from the Civil War to the Korean conflict, as the soldiers of those wars saw them.

In Your Opinion, by John M. Fenton. LITTLE, BROWN & CO., \$3.95. The managing editor of the Gallup Poll looks at polls, politics and people from 1945 to 1960.

The Cost of Freedom, by Henry C. Wallich. HARPER & BROS. \$3.75. A spokesman for modern conservatism discusses a free economy and points out that freedom comes at a cost, not at a profit.

The Story of Jewelry, by Marcus Baerwald and Tom Mahoney. ABELARD-SCHUMAN, \$6.50. For those who love jewelry, this book will give them an interesting background of precious stones and noble metals.

Handbook of Community Service Projects, by Audrey and Harleigh Trecker. ASSOCIATION PRESS, \$6.50. More than 850 programs to make communities better, with ways you can organize and participate in them.

Journey Into Crime, by Don Whitehead. RANDOM HOUSE, \$4.95. The author of "The FBI Story" presents an international crime-fest featuring some of the most bizarre felonies in history.

NRA Illustrated Firearms Assembly Handbook. NATIONAL RIFLE ASSOCIATION, \$3.50. An outstanding reference book which portrays U.S. and foreign firearms, discusses people who have contributed to arms development, and tells how to repair and maintain guns.

The Hurricane Story, by Paul Gallico. DOUBLEDAY & CO., \$3.95. A story of the single-seater plane that the British used against the Luftwaffe in the Battle of Britain.

If you wish to order any of these books, send check or money order made out to The Bookmailer, Inc. Address: 209 East 34th St., New York 16, N. Y. Books will be sent postpaid.



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WASHINGTON PRO & CON

PRESENTING BOTH SIDES OF BIG ISSUES FACING THE NATION

THIS MONTH'S SUBJECT: Should Veterans' Benefits Be Extended To Post-Korea GI's?



(PRO) The "cold war" is costing America a great deal in years from the lives of our young men and in dollars from every citizen. Of our \$80 billion budget, 57 percent goes for national defense. Education and other readjustment benefits for "cold war" veterans would be a self-liquidating investment of less than one-half of one percent of

"cold war" costs.

Some people call our ex-servicemen of today "peacetime veterans." I believe this is in error because they are really "cold war" veterans. If it weren't for the "cold war," which Khrushchev recently rededicated, many of them would not be veterans because there wouldn't be any compulsory military service.

After a man spends several years of his life in the "cold war" defense of his country, we make a mistake, morally and economically, if we do not extend him an opportunity for higher education and other readjustment assistance. This does not mean that the "cold war" veterans' service is as hazardous or difficult as we faced in wartime, but the proposed benefits are scaled down with that factor in mind.

As chairman of the Senate Veterans' Affairs subcommittee, I co-sponsored the "Cold War" Veterans' GI Bill because:

(1) It is an act of justice. Only 45 percent of our young men serve under the present operation of the draft law.

(2) It will open education and on-the-job training assistance to some 4 million young men who serve their country during the period of the military draft.

(3) It will help develop the brainpower of our Nation—our most neglected national asset—by producing many additional doctors, teachers, scientists, engineers and others whose services are critically needed.

(4) It will be a sound, self-liquidating investment, for such training will so greatly raise veterans' earning power that their increased income taxes will more than pay program costs within a few years.

(5) It will equip the breadwinners of over 2 million families to provide a better living and to become more productive citizens.

Senator Ralph W. Yarborough (D)
U. S. Senator from Texas



(CON) Ever since the cessation of the Korean War there has been a cry across the land that our peacetime servicemen are entitled to a handout smorgasbord of service-connected benefits, chief among which is known as the "Peacetime GI Bill." It is difficult for me to understand why these men, for doing that which patriotic

necessity dictates, should cause the addition of a program that can only be paid for by increased taxes, and a surrender of the very freedom they are supposedly protecting.

There is no comparison between peacetime and wartime service. Why then should we extend public funds to supply benefits to a person who is merely discharging his obligation without suffering any wartime risks such as family dislocation, disruption of a business or professional future, or death or injury from combat?


The period of peacetime service is generally of shorter duration and usually the veteran knows in advance how long his service will last. Peacetime veterans accordingly are afforded a better opportunity of anticipating the interruption of civilian life and are in a position to make the necessary arrangements for minimizing the transition from civilian to military life.

The age group from which inductions are now being made is the 23-year-old group and Selective Service has been lenient in granting deferments for those individuals following bona fide vocational and educational training programs.

Unlike the uprooted wartime servicemen, the peacetime veteran has ample opportunity in most cases to complete his educational or vocational training prior to induction. Therefore, he has little need for readjustment assistance.

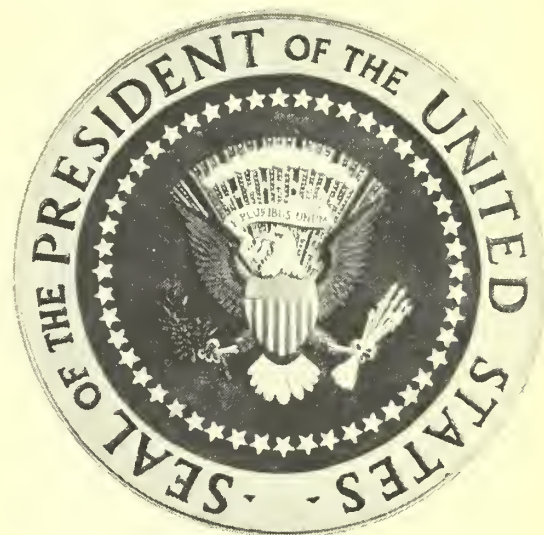
It has been a U.S. tradition not to provide wartime benefits for peacetime soldiers, even those who, by reason of unusual circumstances, see combat, for example, those men who fought in Moro Province and Mindanao between 1903 and 1914. A measure to confer wartime status upon these men was vetoed by President Roosevelt in 1944 as one which would invite further exceptions for men who served during periods other than wartime. I am convinced of the soundness of this principle as an important one in the structure of our Republic.

Senator Barry Goldwater (R)
U. S. Senator from Arizona



BE CAREFUL

It's a President You Are Choosing



Your vote can confer a vast amount of authority on one man.

By MURRAY VINES

WHEN KHRUSHCHEV, in one of his many tirades, alluded to the strength of our President, he realized better than most Americans exactly how powerful the President really is.

The President's authority is so vast that it pervades every part of our government. If the President is known as our Chief Executive and Commander in Chief, he might also be known as our Chief Legislator, Chief Economic Adviser, and Chief Foreign Minister.

CHIEF EXECUTIVE

As Chief Executive, the President must see that the laws passed by Congress are faithfully executed. To help him carry out this function, he has the 10 departments of the Cabinet and numerous agencies.

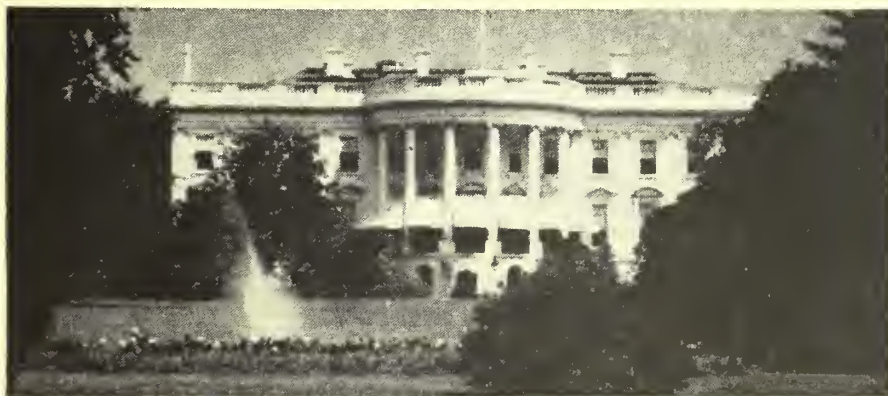
The President has close control over the executive branch of the government, because he selects all the top officials in it, subject to Congressional approval. If any of the appointees disagrees with the President, he can be summarily dismissed without the approval of Congress, except in the case of Commissioners of the Interstate Commerce Commission, Federal Communications Commission, the Civil Aeronautics Board, etc., where Congressional approval is needed. But even here the President can refuse to re-

appoint a man he disapproves of, thereby still retaining control.

Cabinet officers, personal choices of the President and appointed with the agreement of Congress, have much prestige but no power. Actually, all that the President need do, if he so desires, is

conspicuous figures: for example, Harry Hopkins, who was Roosevelt's closest adviser, and Sherman Adams, who took over President Eisenhower's duties when he fell ill.

Not only is the President in control of executive personnel, but also of the



The White House is far more than a home for our Chief Executive.

to request recommendations in writing from these department heads. Roosevelt did not even inform his Cabinet regarding development of the atomic bomb. Truman stated he would not tolerate a Cabinet officer differing with him publicly.

The people who influence the President the most are those chosen by him without Senate approval: the White House staff. Many of these are unknown to the public; but some have become

funds for their departments. The Bureau of the Budget comes under the executive branch and its head can be hired and fired by the President, without consulting Congress on either action.

CHIEF LEGISLATOR

It is the Constitutional duty of the President to deliver a State of the Union message to Congress together with recommendations. The recommendations
(Continued on page 50)

By JAMES C. JONES

THINGS ARE LOOKING up for the motorist who sometimes concludes that Detroit's automakers design and build cars to suit everyone but the customer. For instance:

For the customer turned bitter by poor workmanship in his \$3,000 car, there's a promise of definitely improved quality. Poor quality can switch an owner to another nameplate as swiftly as a politician drops one hand to shake another; the consequent decline in owner loyalty can do everlasting damage to a company. Besides infuriating owners, poor quality can run up substantial direct loss to automakers. Chrysler's director of quality control, C. G. Bauer, explains: "The direct labor cost of installing a certain small engine part is 2 cents. And fortunately, an improper installation of this kind is so rare as to be almost nonexistent." But when it does happen, costs rise this way: Replacing the part costs \$2 in labor if done at the engine plant; \$18 if done later at the assembly plant; and \$100 if the part is replaced through dealer warranty.

For the man who nearly weeps when he cracks a knee on a car door's sharp dogleg or receives a smart rap on the head from a low roof panel, or for the woman who, perforce, abandons all modesty as she wriggles out of an underslung seat, there is underway a trend to eliminate such hazards.

For the driver who likes his horsepower in moderate doses, plenty of lower-powered cars are now available. For the speed-conscious motorist, there's an abundance of power-packed cars capable of achieving twice the permissible turnpike speed in any State.

For the customer who still figures cars are the best of all possible status symbols (and maintenance of "face" is no longer a fundamental ingredient of auto demand, since such diversions as swimming pools, pleasure boats, stock portfolios and summer cottages have come into play), there is all the ostentatious sheet metal a man could want. For the customer of simpler tastes, there is a broad selection of unadorned, reliable and compact machinery.

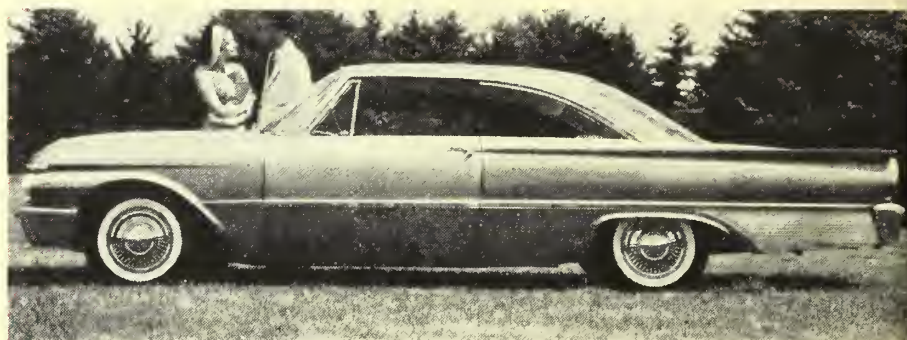
The customer is being reinstalled in the driver's seat by that most splendid of economic stimulants, unrestricted sales competition. At stake are new-car gross sales well beyond \$20 billion, and to pull down their shares of that satellite-high total, automakers are scrambling more rapidly than ever before.

For one thing, the insistent demand for economy has compelled the hatching out of eight new compact cars in a 12-month

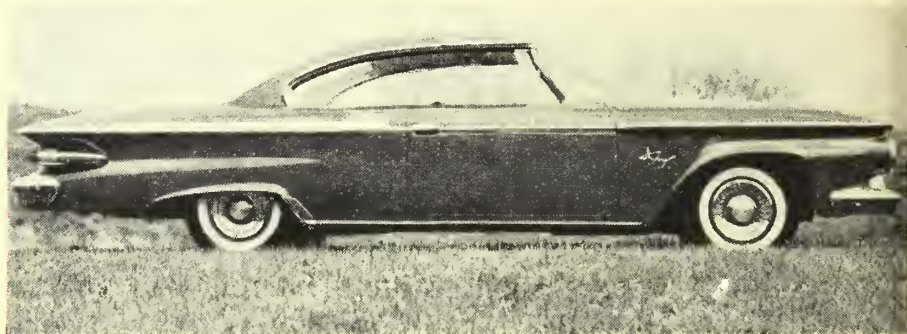
Styling changes have been kept to a minimum in the 1961 Studebaker Lark. Biggest change is new six-cylinder engine.



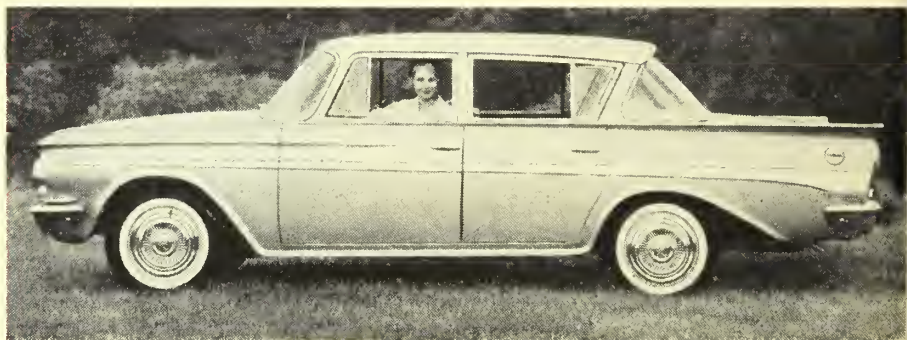
The 1961 Chevrolet has a new look. The gull-wing design of the rear fenders has been abandoned, the rear deck flattened, and the dog-leg in the front door eliminated.



Ford designers worked hard to produce a '61 model with distinctive styling. There is a slight fin treatment but the lines of last year's model have been softened.



The prominent fins of yesteryear have disappeared from this sleek 1961 Plymouth. The mass of the rear of the car has been reduced, and the length of hood increased.



American Motors has done little tampering with the looks of its highly popular Rambler. This Classic Six has a smoother hood, wider grille and sculptured fender.



AUTO WONDERLAND

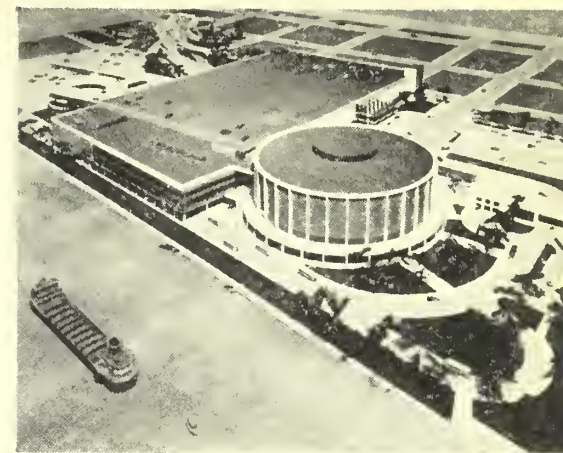
The 1961 models have been designed with one thought

uppermost in mind — to give buyers everything they want.

period. The introduction of so many new nameplates in so short a time hasn't happened since the twenties, when for a time it seemed that half the nation's mechanics annually were announcing new car makes. While adding these newest nameplates, automakers have had to exercise the greatest ingenuity to keep design, tooling and production costs down. The combined tooling cost incurred by the country's five major auto firms reached

about \$780 million for the 1961 models, a stunning figure, but well below the 1957 record expenditure of over \$1 billion.

For three years, the economy "kick" has been delivering its most stinging blows to the medium-priced cars, whose share of the market has dwindled proportionately to the increasing share taken over by economy compacts (and to a sizeable degree by Chevrolet, Ford and

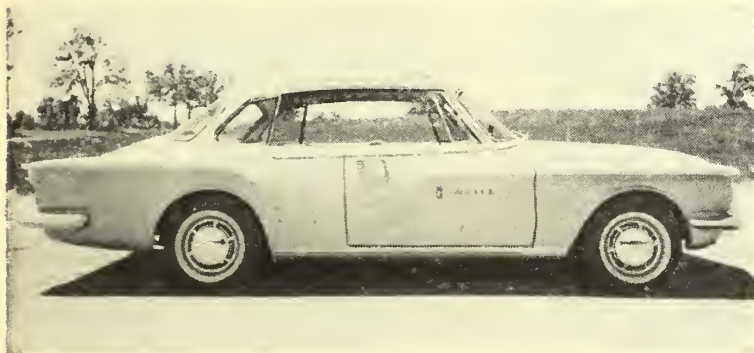


All the new cars were shown in a world's fair-type exhibit in Cobo Hall, Detroit's mammoth building which was recently opened.

Plymouth luxury models). The pressure forced Dodge all but to abandon its traditional rung by putting its hot Dart into the Chevy-Plymouth-Ford arena. Dart's cheering triumph spurred Mercury to a similar move for 1961. Detroit used to look with horror on any such move which tended to "cheapen" a line (as per Packard's midthirties experience, when its lower-priced Clipper series rubbed gloss off the regal standard series). But Dart's spurting sales proved that a nameplate can drop down the price rungs without risking disaster. Without doubt,

(Continued on page 46)

DETROIT'S NEW ENTRIES IN THE COMPACT CAR FIELD



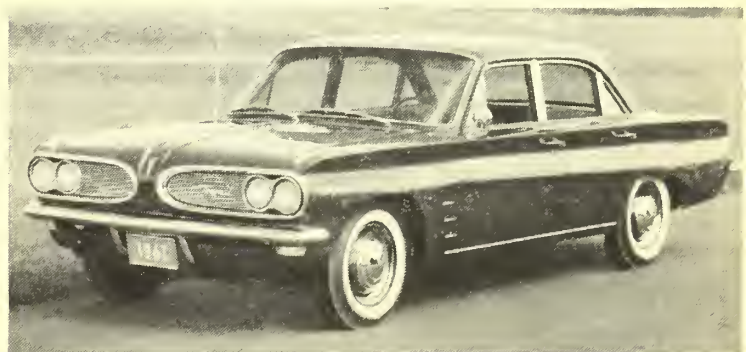
Dodge has entered the compact car field with the Lancer. This has the basic design and components of the Valiant.



Oldsmobile's contender is the F-85. It has an aluminum block engine which delivers 180 horsepower to drive this large compact.



In its Special, Buick has tried to combine big-car performance and riding comfort with small-car economy and handling.



Unusual engineering is a feature of Pontiac's Tempest. It has a rear transmission joined to a front-mounted four-cylinder engine.

THE AIR WAR RUSSIA LOST TO THE UNITED STATES

How the Russians sneaked a lot of their best fliers into the Korean War and what happened to the Kremlin's champions.

By **EDWARD HYMOFF**

"MAY I ASK one final question, General?" I inquired of the 5th Air Force commander, with my fingers crossed. "Now that the truce has been signed," I carefully phrased my words, "will you comment about the identity of some of those pilots who were flying the MIG's our Sabrejets were shooting out of the sky?" His unexpected frankness made aviation history.

The question was directed at handsome Lt. Gen. Samuel E. Anderson on September 18, 1953. The Korean War, which cost 33,629 American lives, had become an armed truce less than two months earlier. All it took to silence the guns the previous July 27th was the single stroke of a pen. After 37 haphazard months—first of early U. S. setbacks, then General MacArthur's march to the Yalu River, then Red China's intervention with "volunteers"—the Korean War slowly ground to a halt at Panmunjom. A "talkathon" stalemate



Lt. Gen. Samuel E. Anderson broke official silence to tell about Soviet air war activity.



Maj. Gen. Ivan Kozhedub, Russia's top ace, who commanded 70 crack pilots in Korea.



Lt. Donald W. Mansfield, Lt. William L. Ralston and the author study a map of the last 5th Air Force bombing.

ended the war where it began in late June 1950—along the 38th parallel.

Lightning appeared to flash from the general's steely eyes and his neatly trimmed silver-flecked mustache bristled. Pint-sized Lt. Col. Brad Evans, the calm and capable 5th Air Force public information officer, looked up somewhat startled from the notebook in which he was jotting down Gen. Anderson's remarks. (The military censors still had orders to clear everything any general said for publication.) Noting the silent warning signal that passed from the worried-looking PIO to "the old man," I resigned myself to another "No com-

ment!" My question, in essence, had been: Did Russia actively participate in the Korean fighting?

The candid answer took me by surprise. Disregarding the don't-answer-that-question signal from Col. Evans, the three-star general settled back in his chair, inhaled, then snapped out, with machinegun rapidity, a statement for which he received a reprimand the following day.

"The MIG's were made in Russia, the pilots were trained in Russia and were Russians!" Gen. Anderson exclaimed. He was well aware that his was the first official (though unsanctioned) admis-



839

RUSSIAN MIGS DESTROYED



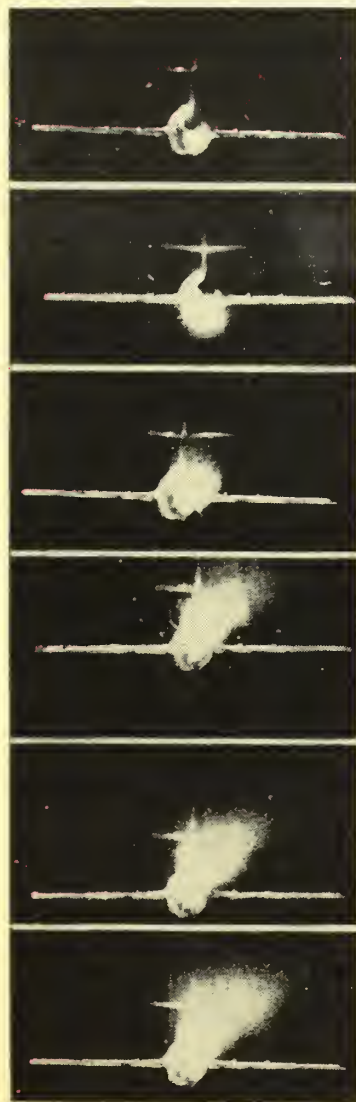
1,020

RUSSIAN PROPELLER PLANES DESTROYED



APPROX. 2,000

ENEMY PILOTS KILLED



Time and again U. S. gun cameras recorded this scene—the death of a MIG.

sion that the Soviet Air Force actively participated in the Korean War, contrary to any and all disclaimers from the Kremlin.

"They flew in all-Russian units," Gen. Anderson continued. "The Russians might call them 'volunteers.' But for all practical purposes we fought and beat the Russian Air Force!"

Slowly and emphatically Gen. Anderson revealed on that sunny September afternoon what had been whispered in Air Force circles for more than two years. The State Department had been reluctant to name names and disclose facts about Soviet participation. When my story hit the news service wires and then the nation's newspapers, it didn't take long for the Pentagon to react. Gen. Anderson was roundly chewed out by his superiors who in turn received their official tongue lashing—however it's done in upper altitude government circles—from the State Department.

But Gen. Anderson's unexpected disclosure was overshadowed by a number of other factors in the Korean story, including the return of a pitiful group of brainwashed American prisoners of war. In the annals of aerial warfare this now-forgotten interview stands out as more than a footnote in the chapter on the "police action" now historically regarded as a full-scale war.

Aerial warfare in Korea began in the final dark days of June 1950. At that time, twin-engine World War II relics flew from the 3d Bomb Wing's base in Japan to plaster advancing North Korean tank units fanning south across the Korean peninsula below Seoul. The 3d BW's 8th Bomb (Liberty Bell) Squadron led the way. A B-26, the "Bye Bye Bluebird," from the same 3d BW Squadron,

closed out the aerial history of the Korean War 37 months later when it dumped the U. S. Air Force's last load of bombs on North Korea on July 26, 1953.

During the intervening three years the U. S. Air Force clobbered the Soviet Air Force. The first battle of the jets, on November 9, 1950, ushered in a new era in aerial warfare. By the time the Korean War ended, the reds had lost in air-to-air combat enough planes to total the equivalent of three Soviet air armies.

In 37 months of aerial combat, the 5th Air Force accounted for a record of 839 MIG's destroyed, along with an additional 1,020 Russian-built propeller-driven aircraft of World War II vintage. Add up almost 2,000 enemy pilots killed—more than Red China and North Korea had in training and in action at any one time—and it's apparent why the Kremlin had to fill the gap with Russia's own Red Army fighter squadrons. Also included in impressive U. S. Air Force statistical records are 154 MIG's accounted for as probably destroyed, and 919 registered as damaged, figures attested to by the gun cameras on U. S. jet fighters.

Moreover, the air-to-air combat losses of the 5th Air Force are equally impressive. Often fighting against 10-to-1 odds from altitudes of 40,000 feet down to "the deck" in the northwest corner of Korea called "MIG Alley," the U. S. Air Force lost a total of 94 planes in aerial combat between jet aircraft. These losses included 59 Sabrejets, 17 Thunderjets and 19 Shooting Stars — F-86 fighter-interceptors, F-84 fighter-bombers and F-80 fighter-bombers, respectively—for a 13-to-1 ratio in favor of American jet pilots.

(Continued on page 51)

By **CAROLINE BIRD**

YOU WAKE UP in the middle of the night in a cold sweat with the terrifying feeling that you can't get your breath. You try until your chest is frozen at the bursting point. You get pale. Your heart pounds. You sit up, stand up, get to a window to feel the air you cannot seem to get into your lungs.

When you ask your doctor about it, he will tell you that it is "paroxysmal dyspnea." He will also probably inform you that it is common in men over 40 and is attacking more of them every year.

It is a frightening experience. The victim feels sure he is going to die before

or pollen, causes about half the bronchial asthma in the country. Hay fever is a common form of the disease. A violent attack of allergic asthma can make the victim look, feel, and perhaps even hope that he will pass out, but the disease rarely kills in acute attacks. Among themselves, doctors jokingly say that specialists in allergy have a soft touch: their patients never die and they never get well.

If the attack is a surprise, the odds are always statistically in favor of surviving it. If it's heart failure, the first attack is a warning, not a sentence. And in later attacks there is always the experience of having survived the same thing once before.

An attack isn't likely to kill you but it may scare you almost to death.



Dr. Alvan L. Barach

he can draw another breath, like the people he has read about who have been struck down while driving a car or making a speech. These fears make the attack physically worse. They make the heart pound and demand more oxygen just at the time it seems hardest to get. It's a vicious cycle: Anxiety, short breath, anxiety.

If the doctor can get there in time, his arrival itself is excellent first aid. Dr. Alvan L. Barach, the chest specialist who developed the ventilated oxygen tent that is now standard, says that he decided to become a physician when, as a small boy, he noticed that the doctor could bring his mother out of an attack of shortness of breath simply by talking to her for 15 to 20 minutes. Dr. Barach is now professor of clinical medicine at Columbia University's College of Physicians and Surgeons.

"The thing to remember," Dr. Barach advises, "is that paroxysmal dyspnea isn't always a heart attack. An important cause is bronchial asthma, a congestion of the lungs marked by fits of wheezing or coughing which now afflicts more than 12 million people."

Allergy, a violent individual reaction against some substance such as ragweed

The acute attack is seldom a bolt from the blue. On thinking back, the victim will usually confess that for some time his wind has not been what it used to be. Activities he normally took in stride—a climb upstairs, a sprint for the bus, a swim, a summons from the boss—have been making him pant. The warnings may have been so gentle that he has shrugged them off, or he may have taken



Sudden joy or terror can literally take your breath away.

them for granted. Shortness of breath is one of the commonest complaints men in their fifties have about their physical condition.

It can come from a surprising variety of things. Sudden joy or terror or physical effort can temporarily take your breath away. Thin mountain air can make you breathe harder for the oxygen you need. A tumor pressing on the windpipe can keep a person chronically short of breath. So can anemia, which knocks out red blood corpuscles or prevents them from delivering oxygen to the tissues. But, according to Dr. Barach who

Short OF Breath?

has written a book on the condition, pulmonary emphysema is most likely to be the trouble when a middle-aged man finds himself puffing more than he used to.

"Emphysema" comes from the Greek word (spelled the same way) meaning "inflation" or "puffed up." "Pulmonary" means having to do with the lungs. Pulmonary emphysema, "puffed up lungs," is the medical word for the sad state of lungs that are stretched out like overblown toy balloons the morning after the party. Air is trapped in the tiny sacs where oxygen passes into the blood. The pipes that supply the sacs are narrowed. The system is no longer elastic enough to handle the momentary extra demands for oxygen that arise in normal moving

Physical exertion can cause an attack of "paroxysmal dyspnea."

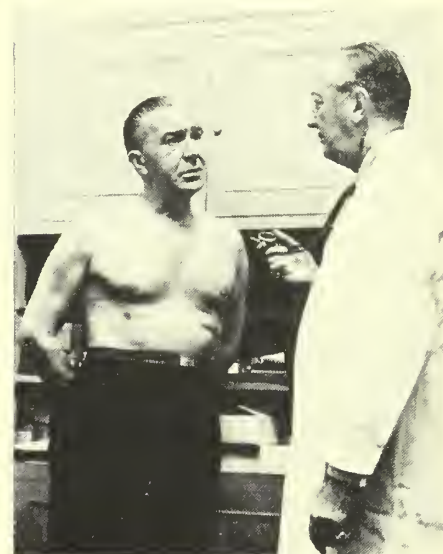




the chemical balance of the body that affects the breathing rate. Overbreathing sometimes brings on fits of dizziness and numbness.

When the stage is set by asthma, emphysema, or heart trouble, a serious attack of paroxysmal dyspnea is easily brought on. It happens oftenest at night, because blood and body fluid weigh more heavily on a person's lungs when

(Continued on page 38)



A doctor's advice is important as to the extent of your activity.

about. Ordinary effort overloads the lungs and cuts breath.

Dr. Barach thinks that 20 percent of the patients he has treated for pulmonary emphysema got it from a bout with pneumonia and another 20 percent from chronic asthma. He can't explain the rest, but he thinks that some of them impair their lung power simply because they don't exercise enough to use it. On the rise, or better recognized than it used to be, pulmonary emphysema has become the third commonest disability allowed under the Social Security Act. For some obscure reason it strikes six times as many men as women.

The second commonest cause of difficult breathing in middle-aged men is heart trouble. The heart consists of two unequal pumps. The one on the left side pumps the blood all over the body. It is slightly larger than the right pump, which has the easier job of pushing the blood only to the nearby lungs. When the left pump can't keep up with the right one, blood backs up in the lungs, and fluid oozes into them. Every breath struggles against this extra weight of liquid. Heroic remedies for shortness of breath have included old-fashioned bloodletting (which reduces the volume of blood that has to pass through the lungs) and tourniquets (which accomplish the same thing by cutting off circulation to an arm or a leg).

Overbreathing—what the doctors call "hyperventilation"—often brings on attacks of shortness of breath. It is a sign of nervousness. The overbreather is



If you are short of breath don't wither on the vine. It is important to get exercise.

afraid he won't get enough air. He opens his mouth wide and pants audibly, in a visible effort to get as much air down as fast as possible.

He may take an extra-big sighing breath that momentarily relieves the feeling of shortness but later makes him dissatisfied with the amount of air his lungs hold without this extra effort. According to Dr. Barach, overbreathers frequently worry about their shortness of breath, and make the condition worse by taking in more air than they can get out, thus adding to the distention of their lungs. They may also exhale more carbon dioxide than normal and thus upset



Breathing with a weight on the abdomen will develop diaphragm muscles.

You can get relief by pursing your lips and breathing out.



By **ELMER G. LETERMAN**

WHAT REVOLUTION? Don't talk like a dope!"

The speaker, with a half-dozen friends, was standing at a bar. All of them had been fired that afternoon from the appliance factory across the street, along with scores of other skilled workers. Their jobs had been taken by newly installed machines, electronically directed by punched cards and tape, and capable of turning out products faster and more accurately than the workers could.

The man who had raised the question of a revolution spoke up again:

"I'll say it again. We've been kicked in the pants by a new industrial revolution. I've been reading about it in the papers. This sort of thing is going on everywhere. They're putting all sorts of machinery in factories, and all kinds of electronic brains in offices. Why, they've even got vending machines that dish out hot food and make your change from paper money!"

"Look at the supermarkets," another chimed in. "They do most of the grocery business today. No salespeople."

"How're you gonna beat this thing?" asked another. "Are the unions doing anything about it?"

"What's the government doing to fight it?" asked the man next to him. "Suppose now I move to another town and find another job. How do I know that a year from now, maybe less, I won't get the heave-ho again?"

An older man interrupted. "Don't forget that there's another side to the story," he said. "Put yourself in the boss' shoes. Every year he gets hit for higher wages and more fringe benefits. His taxes go up and the price of raw material keeps rising. Meanwhile he gets tougher competition from other manufacturers with more modern factories, and the market is flooded with low-cost appliances from Japan and other foreign countries. So he has to cut costs. And what's his biggest cost? Payrolls!"

I overheard the foregoing conversation on my way from a session with some of the officials of the firm which had been forced to discharge them. In the course of outlining a plan for group insurance I heard a lot of discussion of cutbacks in personnel and the pressures that had forced the move. I can testify that management took no pleasure in discharging its workers.

As one of the speakers at the bar had put it, what is happening in industry today is unquestionably revolutionary, with an even greater impact than the



New Jobs for Millions

**Automation can be beneficial to workers by opening
up new job opportunities in related lines of work.**

industrial revolution that was ushered in with the use of coal and the inventions of Hargreaves, Arkwright, Watt and others. Today's industrial revolution does not concern just a few industries; it affects our entire economy. It concerns the jobs of white-collar workers as well as the people on the production lines. It affects millions, directly, and virtually everyone to some extent.

Indeed, the effects can be seen all around us. For example, at one time, most middle-class homes had one or more servants, and these servants represented a fairly large segment of our working population. Today you will find servants only in the homes of the wealthy. In most homes, housework is done by means of all sorts of mechanical and electrical gadgets made by people who today are employed in factories instead of in private homes.

Once, not so many years ago, agriculture required the greatest part of the nation's manpower to grow the food we had to have to sustain us. Today, farming takes only 8 percent of our labor force. Thanks to machinery, these men produce far more than the farmers of yesteryear — too much, in fact. But even though there are millions of ex-farmers no one sees all these men sitting around doing nothing. They have, for the most part, been absorbed into other fields of endeavor.

That, of course, is the salvation of our system. Jobs have a way of shifting and changing form instead of coming to a complete end. Even automation has its

good side, in that it takes a lot of people to make, sell and service the machines that will put an end to many other jobs. As an indication of that, the area around Binghamton, N.Y., is a beehive of activity as new plants of Remington and IBM turn out a vast array of equipment required for this age of automation. Check into the background of the workers in those plants and you will find many who were once farmers, miners, automobile assemblers, and others who at one time were probably forced out of work because of scientific advances that now give them employment.

However, to make the adjustment to the new order of things, it is essential that a person be flexible. Consider the little group I ran into at the bar, the men who had just been fired from the appliance plant. Some of them will hang around that community, hoping against hope that they will be rehired. They will employ all kinds of expedients — use up whatever savings they have, apply for unemployment benefits, work at all sorts of odd jobs. And I can sympathize with them because I know it is not easy for a man to pack up and leave a community where he may have spent his life — especially if he has a family to complicate moving.

But the others will write off their old jobs and start looking for something else, even if it takes them to distant communities and means working at something entirely different. This sort of thing is going to become increasingly necessary. With the acceleration of automation, employees will have to think in terms of shifting to new towns and new companies, and be prepared to tackle new lines of work.

*Elmer G. Leterman is the author of **The Sale Begins When the Customer Says No**, **Personal Power Through Creative Selling** and **The New Art of Selling**.*



By turning switches one man can do the work of many on the assembly line.

What would have happened to our economy if all the millions of farmers who once tilled the soil refused to seek other work since they knew nothing but farming? Most of them adapted themselves to new conditions, and many of them ended up in jobs far different from anything they had been used to.

The millions who are destined to lose their present jobs because of technological changes will have to be at least as adaptable as the farmers were. Many of them are going to have to make radical changes in their jobs.

What can all these people do? Let us look at "the big picture," as news commentators say. Our economic system, generally speak-

ing, is divided into two parts. One makes things, the other sells them. Study the organization chart of any major corporation and you will see this portrayed graphically. On the production end you will find not only the people who make the wheels go around in the factory but also those who supply the raw

But you can't move cars off dealers' floors by turning any switches.



The installation of intricate devices calls for increasing numbers of men.



materials and who are responsible for getting them to the right place at the right time so that the products can be fabricated. It is a complicated operation and it usually takes a lot of manpower.

But the selling of the goods is likely to be even more complicated—requiring a lot more manpower. And that is where the big opportunities are going to lie for those whose services will no longer be needed to make things. As more and more products are

turned out by the fantastic machines that are being built, it is going to be increasingly essential to sell them. It stands to reason then that salesmen — good salesmen — are going to command a premium.

In case you think that this rules out the fellow who has never done any selling, in the traditional sense, I'd like to point out something that not many people understand. Salesmanship today has so many facets that it needs all kinds of people to make it function properly. This is because a great many talents are required to move goods from the assembly line to the user, and to keep them operating satisfactorily once they get into the hands of the ultimate consumer.

A few large concerns operate on a factory-direct-to-you basis, with their own door-to-door salesmen covering the country to drum up business. But such firms are a decided minority. Most manufacturers sell their products through a complicated setup of jobbers, wholesalers, suppliers and retailers, and try to stimulate these people to more

(Continued on page 44)



There is a growing need for men with skills to keep products working.

By **FRANK RIZZATTI**

HOME OR AMATEUR recording has been with us in one form or another almost since the birth of the phonograph. Though the results in bygone years left much to be desired, more than a few people succumbed eagerly to the fascination of recording and re-creating the voices and sounds of happy times in family life. Next to photography, there is no better way to recall and "bring back" scenes, or more properly, the sounds of scenes and events that become more important as time goes by. Indeed, many people find that this aid to recall is more effective than the usual snapshot. It is more realistic and "alive," they say. Tracing the growth of one's children through the years by means of their changing voices can be an immensely satisfying experience.

Today, with the advent of the modern tape recorder in models to fit any budget, home recording has come forcefully into its own. Almost as easy to operate as the home movie projector, the tape recorder is finding its way into literally millions of homes.

Enthusiastic users find themselves not just recording the voices and doings of family and friends, but eagerly taping radio programs, telecasts, and records. Interesting radio and TV events seem to become even more exciting when they are listened to again, after having vanished from the memory of most people. Interviews with important people who know inside stories of world affairs become more fascinating when heard at a later date, particularly when what was said may or may not, in the meantime, have come true. Political arguments based on whether so-and-so really said certain things are immediately squelched before the authority of the tape recorder.

Housewives take down recipes and "how-to" directions, for playing back at a more opportune time. Programs of interest to children, taking place past bedtime or when they are away at school, are taped for listening when Mother says it's all right. Some folks even record one program while listening to another so that neither will be missed. It is also a simple matter to rig up a recorder and radio or TV with an automatic clock switch so that an important program may be taped, even when the owner is away from home! Incidentally, the modern clock radio may be used for such a function, if it is equipped with the kind of outlet that usually is employed to start the morning coffee.

Making tape recordings from records may seem to be a wasteful expenditure of time and effort, but records do wear

A new hobby is rapidly coming into its

own as millions of recorders are finding buyers.

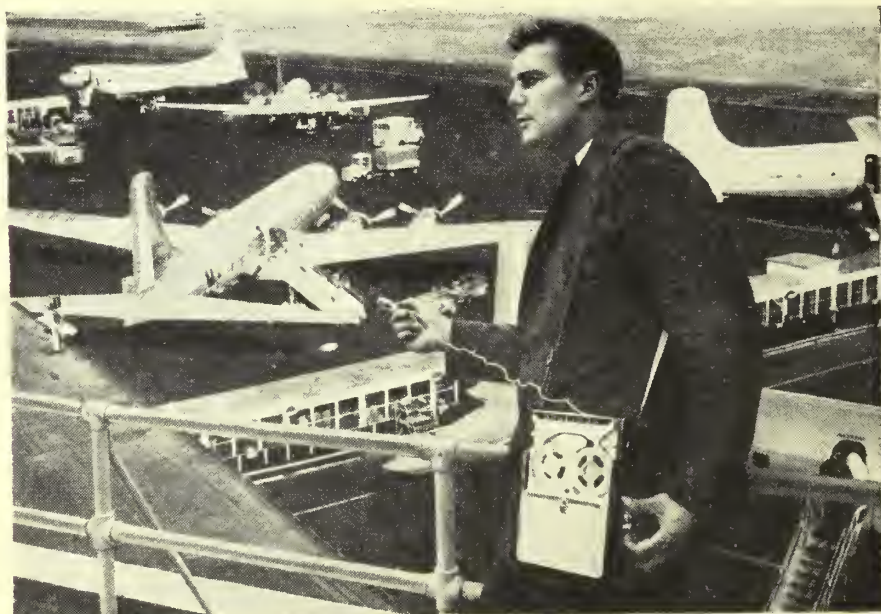
perceptibly, even from the first playing, and a wise collector who wants to keep his expensive discs in mint condition, will play them only when the transfer to tape has been made. Many enthusiasts build their own programs of music on tape, transcribing them from records, sometimes using only certain selections from many records. This is an intriguing form of self-expression which is often of great value, since the extra thought and research involved increases the basic understanding and knowledge of music. Last, but certainly not to be overlooked, are the economic advantages enjoyed by record collectors who borrow records from their friends or music libraries for taping. An added bonus will be accrued if the borrowed record is a rare or treasured one, no longer available.

The tape recorder is an excellent party plaything, as almost everyone now knows from firsthand experience. An infinite variety of stunts can be worked with it, particularly if the user employs some ingenuity in getting his friends "on the record" with amusing and interesting remarks. A remote control, which permits the machine to be operated without having participants aware of it, will keep them from getting "mike fright." Even better is the use of a wily confederate to operate the machine while an "interview" is taking place. Consider the following seemingly innocent conversation, as an example:

M.C. "You've got a mighty good looking wife."

Victim: "Thank you, I think so myself."

M.C.: "Would you say that most men



Battery-powered portables permit the traveler to record the sounds of his trips.

Another exciting use of the tape recorder is as a form of correspondence, particularly when relatives or friends live too far from each other to take personal part in events they would ordinarily like to share. The tape recorder can bring such people closer together. Even travelers are taking along recorders—some are suitably small in size—to tape and bring back the sounds of the trip for the later entertainment of themselves and their friends.

prefer homely women as wives?"
Victim: "I certainly wouldn't say that. Quite the contrary in fact."

Only the first and last statements were put on the tape. When played back they startled everyone, especially the man and his wife. The trick was simplicity itself. The in-between question and answer were just not recorded at all, because the remote control or the confederate stopped the tape. Clever questioners can work up hilarious sequences using this

What's

New in HOME RECORDING



Prices of tape recorders range from \$50 up, but the more you spend the more you get.

and similar techniques. However, be sure to explain all this to everybody concerned immediately afterwards, if you wish to maintain your friendships.

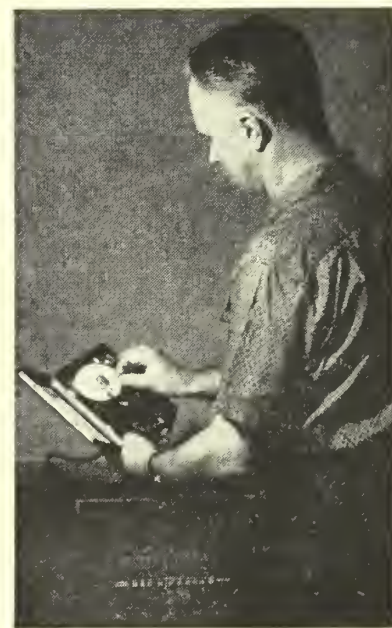
If you are a reporter, an engineer, a naturalist, a scientist, in fact anyone who would find it valuable to record accurately on-the-spot sounds and observations, the tape recorder is a must. It beats a notebook any day since you can continue watching the scene, even while you're "taking notes." Business men and traveling salesmen find the smaller machines invaluable for similar purposes. Many actors, singers and language students use the tape recorder to have advance notice of how they'll sound to others. People who must speak frequently in public use the recorder to improve their delivery—if not their speeches.



Packaged tape in cartridges is aimed at the mass market.



Starting with baby's first words, many parents keep taped records that they consider more interesting than photos.



Electric timers make it possible to record radio and TV shows automatically.

Now let's get a look at this almost magical, magnetic marvel which everybody knows about but which few people understand. The tape recorder is basically a mechanism which moves a strip of specially prepared tape across the face of a recording or playback "head," at a constant speed. Two reels are used, a feed and a takeup reel, much as in a typewriter or movie camera. It also contains electronic circuits to amplify the tiny currents generated at the heads, so that you can hear them through the loudspeaker. The speaker, or speakers, are most often built into the recorder case. If you will think of the tape and heads

(Continued on page 40)

By GIL PAUST

THE DEER, BUNNIES, birds and all the other species that make up our American wildlife heritage are really quite remarkable creatures. To survive through the ages they have had to dodge a fearsome array of predators, such as the saber-toothed tiger and the great cave bear which they outdistanced several glacial periods ago.

In American history they've flourished in spite of mountain lions, wolves, wolverines and bobcats—and hunters, which is actually their greatest feat of all. In 1959, for example, hunters killed a record 1,790,000 deer! Organized conservation must be given credit for our wildlife's present survival in spite of such tolls. But recently conservationists have become worried about a new predator, perhaps the ultimate one, because they might not be able to control its rapaciousness. Its toll of our wildlife threatens to exceed eventually even that of

SAVE SOME *for* HUNTING

**How you can help to bring down the pathetic
toll of wildlife struck and killed by automobiles.**

hunters! It might be called a *mobile* predator. At last count there were 65 million of them in the United States. There's at least one in your garage.

No wildlife species is immune. Our automobiles have elobbered them all, from hummingbirds to bull moose. And if there were wild elephants running loose, they'd elobber them too. There's the rabbit that huddles in the grass alongside the road and when our ear

gets close, darts under our wheels in confused flight. The jaywalking squirrel that can't make up its mind, zigzagging in front of us and at the last moment zigging when it should have zagged. The lumbering porcupine that sometimes has its revenge by flattening one of our tires. The hen pheasant or grouse that insists on escorting its straggling spring brood across a busy parkway, come hell or high-speed juggernauts. The deer that

leaps into our headlights at night. Opossum, raccoon, fox, skunk, muskrat, woodchuck, quail and every possible kind of songbird. Even buffalo—last year a rancher racing along late one night on a highway through the Badlands of South Dakota topped a hill and on the other side slammed into an entire herd of them, killing four and almost himself.

Any estimate of this road-kill of our wildlife seems fantastic without a preliminary consideration of some of our highway statistics. For example, our rural highways, it is currently estimated by the Automobile Association of America, total well over 3 million miles. Even at the rate of one rabbit or squirrel or possum killed on each of these rural miles *per year*, the total would be 3 million! This is much too low, of course. Almost every car owner hits at least one small animal or bird during a full year's driving—very often without realizing it—and at this rate, one casualty *per car* per year, the total would be 65 million! Is even this figure too small? The AAA estimates that each of these cars travels an average of 10 thousand miles per year, most of this through rural areas, for a total national car mileage of 650 bil-

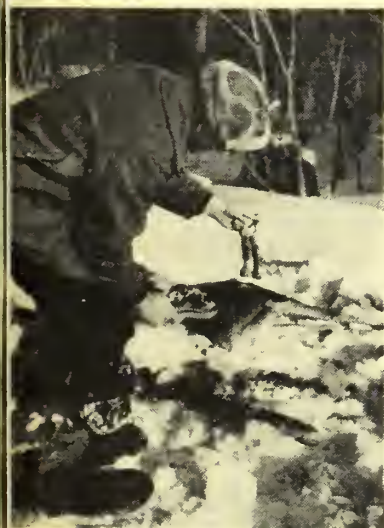


JOHN TERRES—NAT'L AUDUBON SOCIETY

Birds killed by cars in 24 hours over a one-mile stretch of Virginia road.



Wardens estimate that between 300,000 and 600,000 deer are killed by cars yearly.



Two unborn fawns were also casualties of this collision.



Rabbits instinctively "freeze" when a car approaches. Often they dart away too late.

lion miles. The actual slaughter might mount into the hundreds of millions!

An exact quantitative count of the casualties is impossible. Obviously it would be a monumental job to try to do it even on one short State road for its entire length, every hour of the day and every season of the year. But many spot checks have been made and these furnish

a basis for some shocking conclusions.

A most revealing study of small-animal casualties was made in South Carolina. When 68 wardens of that State were instructed to keep records of the road-kill they happened to observe in a single month (June), they reported 1,733, exclusive of hawks, owls, buzzards, several hundred snakes and sundry songbirds.

The hardest hit were rabbits with 458, possums, 257 and quail, 101. In that same month they also noted some startling not-so-wildlife casualties—410 dogs and 312 cats! These wardens patrolled only the back country where cars and speeds were limited. It was generally agreed the same study conducted on better roads would have shown a far higher toll.

Even Connecticut, not favored with as large wildlife concentrations as some of the other States, has come up with an astonishing guess. When a limited road-count conducted in Litchfield County was projected to include the State's 10,372 miles of rural roads, it indicated a possible yearly kill of 81,459 rabbits.



Game wardens remove the carcass of a car-killed deer from an Iowa road.

squirrels, opossums, muskrats, skunks, woodchucks, partridge and pheasant—about eight per mile! Few researchers even both to count the small birds but when one does, the result is staggering—on a 300-yard stretch of Mount Vernon Memorial Highway in Virginia, an observer found 31 chimney swifts killed by cars in a single day.

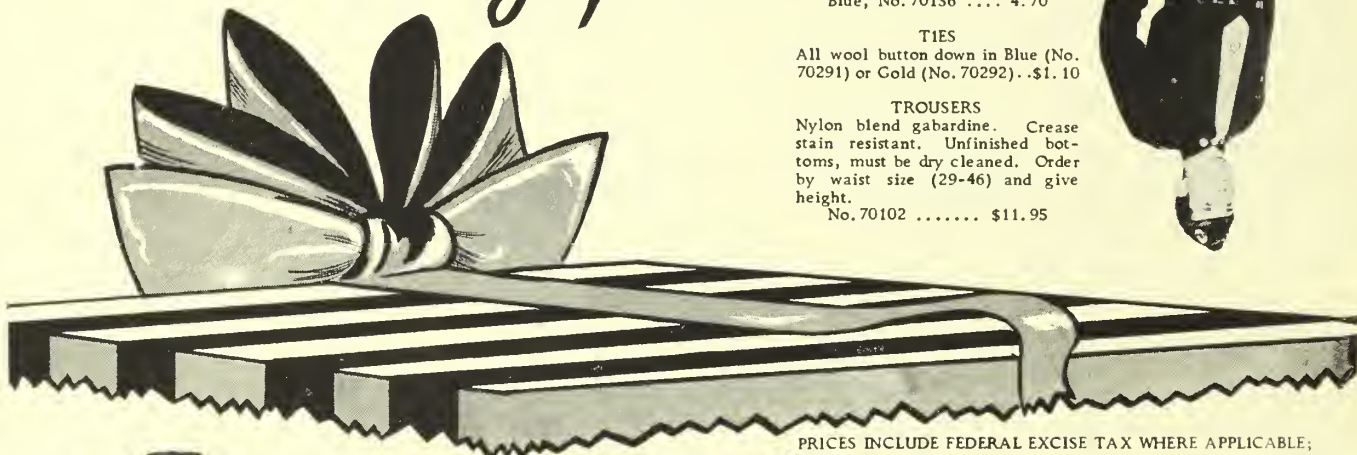
Studies from other States follow this same pattern of deaths too numerous to be tallied. But in the case of our white-tailed, black-tailed and mule deer the possible total kill is even more clearly indicated because more representative figures are available. A large deer carcass is more startling, more apt to be reported than the tiny squashed blot of

(Continued on page 42)

TIRED OF BEING TOPSY-TURVY OVER CHRISTMAS SHOPPING?

This Year Give Distinctive American Legion . .

.. Gifts



UNIFORM SHIRT

Pre-shrunk broadcloth complete with buttons and emblems. Neck sizes 14 to 18; sleeves 32 to 35.

White, No. 70302 ...\$4.40
Blue, No. 70156 4.70

TIES

All wool button down in Blue (No. 70291) or Gold (No. 70292) ..\$1.10

TROUSERS

Nylon blend gabardine. Crease stain resistant. Unfinished bottoms, must be dry cleaned. Order by waist size (29-46) and give height.

No. 70102 \$11.95

PRICES INCLUDE FEDERAL EXCISE TAX WHERE APPLICABLE;



Light weight jacket of washable 100% nylon in blue (No. 70280) or white (No. 70284). Small, medium, large or extra-large ...\$6.95

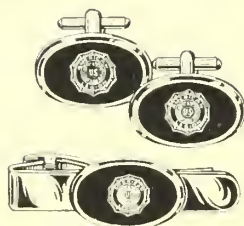


Navy colored 24-ounce Melton wool cloth, knit trim and cream Naugelite blended for cold weather comfort. Small, medium, large or extra-large.

No. 70297 \$12.95

All Melton wool without Naugelite.

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Attractive black onyx ovals set in heavy gold plated links and tie bar.
No. 74613 \$5.50



Swiss movement 17-jewel water and dust resistant watch. Luminous dial and sweep second hand. Stainless steel case (No. 74203) or yellow case with steel back (No. 74204) \$21.89



MIDGET BUTTON

10K Gold No. 83711..\$2.64
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Add the cost of any of the following full cut diamonds to the cost of the desired button.

3 Point	\$11.00	8 Point	\$26.40
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NEWSLETTER

NOVEMBER 1960

A DIGEST OF EVENTS WHICH ARE OF PERSONAL INTEREST TO YOU

DISABLED VETS MUST APPLY FOR "HOUSEBOUND" BENEFITS:

Veterans who may be eligible for additional service-connected compensation under the new "housebound" law (PL 86-663) will not receive benefits automatically, but must apply for them....While the VA will attempt to notify some veterans of their potential eligibility and remind them to apply -- on the basis of its records -- such initiative by the VA has a low priority in the daily work schedule of its employees....The new law provides for \$40 a month additional compensation to certain war-disabled vets who are now eligible for the basic \$225 compensation for 100% disability.

Two different sets of circumstances can result in a veteran getting the additional \$40.

First, a vet who is rated at least 100% because of one disability, may qualify by virtue of additional war disabilities amounting to 60%.

Second, a vet who is rated 100% may qualify if he is "substantially" confined to his home premises by his disability, and if that condition is adjudged to be permanent.

War-disabled veterans who believe they may qualify should ask a Legion service officer to see that a claim is filed as a basis for a VA decision.

The interpretations of the law, above, differ slightly from what was last published here, as the VA regulations now have been issued.

KENTUCKY LEGISLATURE ENDS NON-RESIDENT BONUS RESTRICTION IN SPECIAL SESSION:

A special session of the Kentucky legislature on Sept. 19 put an end to the non-resident restriction in Kentucky's new and controversial 4-war veterans bonus....The session was called by the Governor to consider no other business but the bonus residency rule....It had not only outraged Kentucky's numerous non-resident war veterans, but the sense of fairness of Kentucky's residents--veterans and non-

veteran....As the law now stands, veterans (and in some cases their survivors) are generally eligible for the bonus if they had resided in Kentucky for the six months before entering war service from there, no matter where they live now....That is consistent with the laws of all other states that have paid bonuses.

Meanwhile, payment of the bonus is still tied up by lawsuits by Kentuckians who are opposed to the bonus in any form and have imposed legal technicalities in the courts....The State is seeking quick settlement of the legal questions, and desires all potentially eligible veterans (Spanish-American, WWI, WW2 and Korea) to get their applications in so payment can be rushed whenever the court stink is cleared up.... The people of Kentucky voted overwhelmingly to pay the bonus at the polls in 1959.

This magazine never had a doubt that the Governor and the legislature would correct their mistake in first barring non-residents who went to war from Kentucky from getting the bonus....The Kentucky American Legion and this magazine, and thousands of its readers, cooperated in providing the state with information on which a change in the law could be based....As a result of a notice in our May "Newsletter", 3,212 residents of other states who went to war from Kentucky identified themselves by postcard to "Newsletter."...Every card was turned over to the state veterans division.... Non-resident eligibles may now all ask for application forms from: Veterans Division, Department of Military Affairs, Commonwealth of Kentucky, P.O. Box 600, Frankfort, Ky.

ARE YOU A KOREA VET FROM ONONDAGA COUNTY, N.Y.?

Onondaga County, N. Y. is looking for its Korea vets....Their names will be inscribed on the walls of the county memorial hall in Syracuse along with those of earlier wars already listed there....If you resided in that county six months prior to entering service, and if you served honorably during the period June 25, 1950-July

27, 1953, write promptly to Onondaga County Veterans' Service Agency, 600 South State Street, Syracuse 2, N. Y. for a qualifying questionnaire to have your name posted.... Final county Korea honor roll will be made from data in that agency's hands next Jan. 31.

KOREA SERVICE MEDALS NOW AVAILABLE FROM NAVY:

The Navy, at last, announces that it has secured the funds to provide Korea service medals to qualified Navy vets....There are two such medals....First is the Nat'l Defense Service Medal, for those with duty anywhere in the Navy (except short training tours) any time between 27 June 1950 and 27 July 1954...Second is the Korean Service Medal, which calls for qualifying time served in the Korean area....Write Chief of Naval Personnel, Dep't of Navy, Washington 25, D.C.....Give name, present address, rank, serial number (make 'em readable) and say: "I am applying for service medals that I may be entitled to for duty during the Korean conflict."...They'll go to your record to see what's coming to you.

WHERE IS COLONEL MACK? WHAT'S WITH THE LEOPOLDVILLE?

Five years ago "Newsletter" ran an item for Col. Harold L. Mack, seeking eyewitnesses to the mysterious sinking of the S.S. Leopoldville with a loss of more than 1,000 U. S. servicemen on a clear, moonlit night at Cherbourg, in December, 1944.... Readers responded well....Now Jack Sanders is doing a book on the Leopoldville mystery, but can't locate Col. Mack, and neither can we....He was Chief of Movements and Ass't Chief of Transportation for E.T.O....and made the official investigation of the Leopoldville's sinking....Will Col. Mack contact Jack Sanders, 570 Grand St., New York 2, N. Y.?...Sanders would also like to hear from Leopoldville-sinking eyewitnesses, to help him put his book together on that unhappy affair.

QUENTIN REYNOLDS WRITES A BOOK TO WARM AND TOUCH AMERICAN HEARTS:

Just out is Quentin Reynolds' valuable and touching book, half-truth, half-fiction --Known But to God....There are a few producers in Hollywood who could make a good movie of it, but most would draw a blank because Reynolds' book is fine, clean, noble, American.

This is the beautiful story of the three

Unknown's who sleep at Arlington....The truth part of Known But to God is Reynolds' authentic history of the origin of Arlington National Cemetery (and that's a story)... the full details of the decision to create the tomb of the Unknown Soldier...the meticulous method of choosing the Unknown of WWI...the re-creation of his return to U.S. soil...the pomp and sorrow of his burial ...and the detailed history of the later addition of Unknowns from WW2 and Korea.... Added to that is Reynolds' inside story of the military guard which keeps constant patrol at America's most sentimental tomb.

In the fiction part of the book, Reynolds tells three touching and heroic stories of men of WWI, WW2 and Korea who might be buried in that tomb....They are noble stories of fine--though ordinary--men who fought and fell in battles you all know....A member of the Lost Battalion in WWI, a downed aviator on New Britain in WW2, a Marine Corps medic in North Korea....Who they really were, of course, is known but to God.

Legion Posts could do worse than to place copies in all local school and public libraries...."Known But to God", by Quentin Reynolds, hard cover, published by John Day, \$3.95.

DID YOU WRITE THE VA AND GET NO ANSWER?

The Veterans Administration is still having trouble with unanswerable mail from veterans....Joe Jones, Frank Smith and Simeon Ungldowsky are still writing letters and just signing their names....Even if the signatures are readable (they aren't always); VA can't tell which Joe Jones, Frank Smith or Simeon Ungldowsky it is.... Moral: Always print name and address clearly and put your claim number (if any) or insurance number (if it's about insurance) on anything you send the VA....Most names of vets in VA records are owned by more than one person, so don't get cocky if you think you're the only guy named Heartfelt Stringfellow Brnffisht....Your insurance premiums just might be taken as those of two other Heartfelt Stringfellow Brnffishts....Put that policy number down, Mac.

JR GI BILL EXTENDED TO CHILDREN OF PEACETIME VETS:

"Junior GI Bill" federal college aid to children who lost a parent as a result of military duty now includes cases in which peacetime duty caused parent's death.

NOVEMBER 1960

Legion Rehabilitation Director Reviews Vets' Affairs Outlook

The American Legion had the opportunity recently to publicly review its outlook on veterans' affairs through the voice of John J. Corcoran, the Legion's Nat'l Rehabilitation Director.

Speaking before the Hoosier Regional Forum on Veterans' Medical and Dental Affairs in Indianapolis, Ind., on Sept. 17, Corcoran cited two basic principles which have formed the framework for the Legion's advocacy of veterans' programs during the past 41 years.

The two principles are these: that the performance of military duty in time of war is a public and patriotic service of the highest order; and, that a citizen who has performed such service is deserving of special consideration by the public as a whole.

Continuing, Corcoran outlined 10 concepts and policies which have served as guidelines for the Legion in the veterans' rehabilitation field.

1. The care of veterans is an obligation of the total population and should not be relegated to the states and communities. Former President Hoover agreed with this when, in 1932, he said, "I feel that in view of their service to the Nation as a whole, the responsibility should fall upon the Federal government." Any other solution would result in a wide variation in both the quality and quantity of benefits and services.

2. There should be a single Federal agency for the administration of veterans' programs, decentralized to the greatest extent possible.

Returning veterans of WWI found a confusing structure of centralized agencies, each dealing with a separate program, each following different policies and standards, each suffering from varying degrees of maladministration, some with overlapping interests but without integration or coordination.

The Legion conceived, fought for, and, in 1921, secured a consolidated agency and urged its decentralization, so as to facilitate contact with the greatest number of veterans and provide for an integrated approach to their rehabilitation.

3. All benefit programs for veterans

should be rehabilitation-oriented. For those returning with war-incurred disabilities, there should be provided medical rehabilitation to the fullest extent possible; vocational rehabilitation to make best use of remaining abilities; and, through payment of compensation, economic support to the extent that residual disabilities tend to reduce earning capabilities.

To this mainstream of rehabilitation programs, there must be added such auxiliary programs as adequate provisions for the dependents of those who die of war-incurred disease or injury, and protection of war-risk insurance rights.

And, out of its post WWI experience, the Legion discovered that even those who return from war in good health may still require social rehabilitation.

Thus it was that the organization, early in WW2, conceived and — almost alone among veterans' groups — sponsored the enactment of the GI Bill. This composite package of readjustment programs, later extended to

Korean veterans, has since been hailed as one of the greatest pieces of legislation ever written, and worth its price many times over.

4. The medical care program for veterans must be second to none. The Legion has consistently fought for modern facilities, trained personnel, and the best care that medical science can provide.

In 1940, when it concluded that the VA medical program was outmoded and deteriorating, the Legion commenced a fight that culminated in the 1946 law establishing the VA Department of Medicine and Surgery.

In conjunction therewith, the Legion gave its wholehearted support and encouragement to the affiliation of VA hospitals with medical schools, through the Dean's Committee program to assure the upgrading of veterans' care, the availability of qualified consultants, and the inauguration of a research program.

Prior to the close of WW2, the Legion began to call for the expansion of the VA hospital system and was instrumental in gaining approval of the post-war construction program, together with the necessary funds.

Since then, the Legion has worked zealously to help the VA secure the appropriations required to maintain a top-notch medical program.

LEGION BOOK-A-MONTH PLAN FOSTERS AMERICANISM



THE RESIDENTS of Des Plaines, Ill., are the beneficiaries of an unique information program established by the local American Legion Post 36 to familiarize the citizenry with the principles of Americanism and the evils of communism. Started in November 1953, the post has given the Des Plaines Public Library a gift book a month which covers various material on American history and world communism. Titles suitable for Legion gifts are suggested by the chief librarian and are then selected by the post Americanism committee. The books are identified by an American Legion bookplate.

5. There must be an economic assistance program for veterans who are unemployable by reason of nonservice-connected disability and who are without adequate resources of their own; and, veterans who are in need of medical treatment but who are unable to pay for such care should be treated in available VA beds.

6. There should be provisions for alleviating the problems of aging veterans. This will require an increasing amount of attention on the part of the VA in coming years. Whenever feasible, the emphasis should continue to be placed on rehabilitation; that is, restoring the patient's capacity for independent living.

7. There must be provision for such privileges and accommodations as will insure that every deceased veteran may have a decent funeral and an appropriate burial.

8. There must be an economic assistance program for the needy widows and orphans of veterans who die of nonservice causes, that they might live in decency and dignity.

9. The several benefit programs for veterans and their dependents should be administered liberally and in keeping with the fact that they represent an expression of the nation's gratitude toward its wartime defenders.

10. There must be no economy at the expense of disabled veterans. The Legion's greatest fight was during the year it took to restore the drastic and violent cuts made by the infamous Economy Act of 1933. The public does not want another such Act to be passed, and the Legion does not intend to allow it to happen.

Corcoran thereafter reviewed the rationale of the nonservice-connected disability pension and hospital care programs and compared them with similar programs available to all needy non-veterans.

"The American Legion," said Corcoran, "has no quarrel with these programs of assistance for non-veterans in need. We simply insist that war veterans are deserving of special consideration through a separate system; and, further, that such system be so designed and administered as to avoid the stigma of charity."

SCHOLARSHIPS:

Down The Drain?

There are literally thousands upon thousands of scholarships, loan funds, gratuities, and other educational aids offered by universities, colleges, foundations, private organizations and by federal and state legislatures.

At least that is what it says in the Legion's new 1960 edition of its guide

to educational opportunities, "Need A Lift?"

The guide also tells that it's impossible to list all of the sources or to give complete information on all educational aids that exist. That may be so, but this year's outstanding 80-page scholarship reference model does a good job of hitting the high spots — and then some.

One thing the guide doesn't tell though is that there are literally thousands of scholarships going begging each year — just because the word concerning these available scholarships hasn't been well disseminated.

Any American Legion post can perform a real service for the citizens of its community by making the "Need A Lift?" guide available to school and public libraries, school counselors and the local newspaper editor.

It's so easy to do — and the price is right. Send all orders to: The American Legion, P.O. Box 1055, Indianapolis 6, Ind. Attn: Education & Scholarship Committee. Fifteen cents per copy covers the printing and postage costs.

This year's edition is the 10th that has been published annually by the Legion's Nat'l Education and Scholarship Committee as a child welfare service project.

NATIONAL SECURITY:

The Top Brass

It was not a top secret meeting of the nation's outstanding military leaders, but to an outsider looking in, it may have appeared like one.

The occasion was the reception held on September 26 by The American Legion at Arlington's (Va.) famed Army and Navy Club to honor the Defense

Department's Joint Chiefs of Staff and their ladies.

Some 500 Washington, D.C. notables attended the gala affair which was the first time in the thirteen years of the Joint Chiefs of Staff existence that any veterans organization had paid such a social tribute or so honored the JCS.

"It is proper," said Nat'l Cmdr Martin B. McKneally in announcing the reception, "that The American Legion, with its foundation based upon the military affairs and actions of the United States, give fitting salute to these men who are, by their abilities, our true first line of defense."

Commander McKneally headed the official receiving line which included General Nathan F. Twining, outgoing chairman of the JCS; General Lyman L. Lemnitzer, Army Chief of Staff and incoming chairman of the JCS; Admiral Arleigh Burke, Chief of Naval Operations; General Thomas D. White, U.S. Air Force Chief of Staff; and General David M. Shoup, Commandant of the Marine Corps.

Members of the North Atlantic Treaty Organization, military attaches of the South East Asia Treaty Organization, and the Chiefs of the Delegation of the Inter-American Defense Board (with the exception of Cuba and the Dominican Republic) joined with Commander McKneally in this reception for the JCS.

The receiving line stood before the massed personal flags of the chairman and members of the Joint Chiefs of Staff, The American Legion National Commander's Flag and the Flag of the United States.

LEGION HOSTS JOINT CHIEFS OF STAFF AND WIVES



HONORED GUESTS — (Seated, from left) Mrs. David Shoup, Mrs. Arleigh Burke, Mrs. Nathan Twining, Mrs. Lyman Lemnitzer and Mrs. Thomas White. (Standing, from left) Gen. David M. Shoup, USMC; Adm. Arleigh Burke, USN; Gen. Nathan Twining, USAF; Nat'l Cmdr Martin B. McKneally; Gen. Lyman Lemnitzer, USA and Gen. Thomas D. White, USAF. Gen. Lemnitzer is the new chairman of the JCS.

POSTS IN ACTION

Items from our 16,753 posts. Those of most general interest and widest geographical spread are selected, with apologies for the hundreds of others that are so kindly reported to the editors.

Transplants — Post 713, Philadelphia, Pa., members have pledged their eye corneas to the Lou Clayton Gift of Sight program in honor of Jimmy Durante. Immediately after the death of the donor, the eye corneas will go to the Philadelphia Eye Bank for transplanting to blind persons in order to restore their sight.

Farm System — Post 56, Bloomington, Ill., organized 89 Junior American Legion Baseball teams on which 1,129 boys competed last summer. The post started the program in 1944 with a total of 350 boys competing. The 1960 budget for the program was \$13,500.

Trim Cuts — Post 261, East Detroit, Mich., installed a new barber shop costing over \$500 at the Otter Lake (Mich.) Children's Billet. The post also hires two barbers for two afternoons a week to keep the 85 children well groomed.

Merit System — Post 370, Wild Rose, Wis., distributes free puppet show tickets each week to 18 children on a merit system. The post conducts a library reading program and for each six books read and reported on, a child receives a free ticket.

Outdoor Taste—Post 299, Moore Haven, Fla., members built a \$2,200 covered outdoor barbecue pit for the use of the community.

Surplus Food — Post 4, Weston, W. Va., members donate their services each month distributing surplus food commodities to over 600 needy families in Lewis County.

Community Gifts — Three posts in Michigan contributed \$2,400 in August to beneficial community projects. Post 489, Peck — gave \$1,000 (one-fifth of the cost) toward a lighted school athletic field. Post 137 — Saugatuck, gave the new community hospital \$1,000. Post 197 — Harbor Beach, gave the local hospital a new \$400 high-low bed.

On The Hoof — Post 183, Pemberville, Ohio, last year invested \$20,000 in young calves and then turned them over to boys and girls in the area for raising to market size. In Sept., 109 proud youngsters sold the grown steers to the highest bidders at the Pemberville County Fair. The post was reimbursed and has already bought more calves for distribution to start another cycle in the calf club.

AMERICANISM:

Hollywood Scene

One national award and three citations were given by The American Legion in late September to four of Hollywood's notable citizens in recognition of their contributions in fostering true American ideals.

Nat'l Cmdr Martin B. McKneally in a Legion "Court of Honor" held at the Beverly Hilton Hotel, Beverly Hills, Calif., on Sept. 20, made the presentations to producer Walt Disney, columnist Louella Parsons, songwriter Jimmy McHugh and Paramount executive Y. Frank Freeman.

Disney received the first of the 1960 American Legion Mercury Awards "in recognition of the development of new art forms which have been used to dramatize for old and young alike the unique heritage of America."

This is the second year for the presentation of this award which was authorized in 1959 by Nat'l Executive Committee in order to recognize the press, radio, television, or other communications media, their associations, or individuals working within this area for outstanding service in accordance with or the furtherance of American Legion policies or programs.

The Parsons' citation noted her as a "tireless worker for the members of the Armed Forces and the Veterans of War, Helper at Hospitals and all activities close to the heart of America." She is an active member of the American Legion Auxiliary.

The Legion saluted McHugh "whose fame and name are known throughout the land for the beauty of his song, the greatness of his heart and the depth of his devotion to Our Beloved Country."

Freeman was cited as a "quiet and unassuming gentleman, who has pursued and exalted American ideals with force and vigor; who sternly opposed any movement which seeks to compromise or diminish the principles upon which The United States of America was founded . . ."

CURIOSITIES:

● When he found an old land deed in a bunch of trash in 1953, Sidney Vinnell —of Post 165, Miamisburg, Ohio—had it appraised. The deed was signed by Thomas Jefferson and James Madison in 1806. An authority thought the signature might be worth \$25. Vinnell hung on to it, however. Latest offer for the parchment was \$3,000. Vinnell is still hanging on to it!

● Legionnaire Robert J. Moser, 70, now of Miami, Fla., has dug up and sent us his WWI draft call order in like-new (almost) condition, dated Sept. 5, 1918 at Hazleton, Pa. He doubts many buddies of his generation can produce such well-kept personal military records dating back over 40 years. We add that every war veteran should keep all such records in A-1 condition and know where they are, because vital and unforeseen needs for them may arise at any time.

VETERANS' FRIEND:

Edith Nourse Rogers

Mrs. Edith Nourse Rogers (R-Mass.), a member of the House of Representatives for 35 years and a strong champion of veterans' legislation all during that time, died on Sept. 10 in Boston after an illness of three weeks. She was 79.

Mrs. Rogers became interested in veterans and their problems during World

LEGION COURT OF HONOR



HOLLYWOODER'S Jimmy McHugh, Louella Parsons, Walt Disney and Y. Frank Freeman hold Recognition Awards presented by Nat'l Cmdr McKneally (center).

War I when she traveled abroad on a special military hospital mission. She worked as a hospital aide overseas and later at the Army's Walter Reed Hospital in Washington, D.C. During WW2 she also made hospital visitation trips.

She introduced the bill which created the Women's Army Corps (WAC) and



EDITH NOURSE ROGERS, addressing the delegates to The American Legion's 36th Nat'l Convention in Washington, D.C., Sept. 1954. At that time, she was chair of the House Veterans Affairs Committee.

played an important part in the successful enactment of the GI Bill of Rights in 1944.

A longtime member of the House Committee on Veterans Affairs, she served as its chairman in 1947-48 and again in 1953-54.

Mrs. Rogers first went to Congress in 1925 at the age of 44, succeeding her husband, John Jacob Rogers, who had died in his 6th term. She was subsequently re-elected to all succeeding Congresses by large majorities and became the dean of women members of Congress when Rep. Mary T. Norton (D-N.J.) retired in 1950.

In 1950 she was awarded The American Legion Distinguished Service Medal.

On the occasion of her death, American Legion Nat'l Cmdr Martin B. McKneally sent this message on behalf of the 2,700,000 Legionnaires: "The Nation's veterans and all Americans mourn the death of a truly great lady. Her dedication to the cause of veterans legislation will be long remembered and always revered."

BRIEFLY NOTED:

● One of the most comprehensive traits in depth of The American Legion ever published appears in a 10-page article in the November 1960 issue of SAGA MAGAZINE. Well illustrated with pictures, the article delves deeply into the Legion's 40-year history and its impact on the American scene.

● The 40th observance of American Education Week, Nov. 6-12, has as its theme this year "Strengthen Schools for

the 60's." The observance is sponsored by The American Legion in cooperation with the National Education Association, the National Congress of Parents and Teachers, and the United States Office of Education.

● The American Legion has joined with 12 other national organizations, representing a total membership of 25 million, in cooperating with the Office of Civil and Defense Mobilization in a concerted drive to speed construction of home fallout shelters.

● The Iowa Association for Retarded Children has received a Certificate of Appreciation from the Iowa American Legion for its work in behalf of the mentally retarded.

● A new detailed history of the 7th U.S. Cavalry Regiment, of "Little Big Horn" fame, can be purchased from the association's headquarters: P.O. Box 6243, Arlington 6, Va.

● American Legion posts presented 26,244 School Award Medals during the period July 23, 1959 through Sept. 14, 1960 — an increase of 7,648 over the previous year and an increase of 6,317 awards over the previously all-time-high year in 1955-56.

● For the 15th consecutive year, the U.S. Navy Department is preparing to select at least 1600 young male U.S. citizens between the ages of 17 and 21 to enter 52 colleges and universities in the fall of 1961 as Midshipmen in the Naval Reserve Officers Training Corps. Deadline date for the submission of applications to take the qualifying examination is Nov. 18, 1960. Application forms are available at high schools, Navy

Recruiting Stations or from the Chief of Naval Personnel, Department of the Navy, Washington 25, D.C.

● A sum exceeding \$12,000 from the estate of the late Gilbert Bates, past Dep't Cmdr (1951-52) of the Indiana American Legion, has been bequeathed to The American Legion Child Welfare Foundation.

● The best all-round Legion publication for 1959-60 in the annual competition of The American Legion Press Association is *The Egyptian Legionnaire*, newspaper of the Fifth District Illinois American Legion and edited by Robert L. Summar of Carmi.

● The new Hollywood Legion Lanes, formerly the Hollywood American Legion Stadium of Hollywood (Calif.) Post 43, are now the scene of the nationally televised show — Jackpot Bowling.

● Six hundred dollars from the Legion's Nat'l Disaster Relief Fund was sent to the Puerto Rico American Legion in September to be used for the relief of victims of Hurricane Donna.

● The annual conference of Department Commanders and Adjutants of The American Legion will be held in Indianapolis, Ind., Nov. 15-16.

● Later that same week, on Nov. 17-18, the National Executive Committee of The American Legion will also meet at national headquarters in Indianapolis.

● President Dwight Eisenhower has officially proclaimed Friday, November 11, 1960 as Veterans Day. It is the seventh successive year that the date, (Continued on page 32)

SONS OF LEGION SQUADRON SERVES COMMUNITY



EARLY LAST SPRING, Post 1139 of Lakeview, N. Y., donated a \$1,000 radio transmitter to the post's Sons of The American Legion Sqdn and enlisted the aid of an experienced instructor to teach the boys to become radio operators. Ten weeks and many classroom hours later, seven boys from 11 to 15 years, qualified for novice licenses. In addition, Legionnaire dads also qualified along with their sons. Today, the squadron radio room is the communications center headquarters for the local civil defense setup.

BUY YOUR LAND NOW! IN THE BOOMING SOUTHWEST

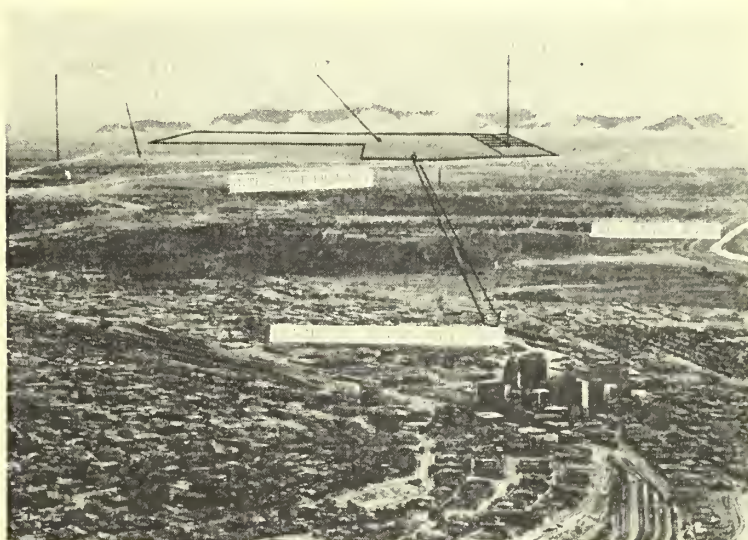
BIG LOTS

60 x 100 FEET

\$99 TOTAL
PRICE

\$5 DOWN **\$5** MONTHLY

NEAR
**EL PASO,
TEXAS**



AMERICA'S BIGGEST LAND BARGAIN

THINK OF IT! You can NOW become the OWNER of a BIG city-size lot AND PAY ONLY \$5.00 MONTHLY! Never before has there been such a wonderful OPPORTUNITY for YOU to CASH IN ON THE BOOMING SOUTHWEST! Lots are 60 x 100 feet in size, and are priced at the AMAZINGLY LOW BARGAIN PRICE OF \$99 each!

Your lots are located in SUNLAND ESTATES, just 17 miles southeast of EL PASO, TEXAS where a phenomenal POPULATION AND INDUSTRIAL BOOM IS NOW TAKING PLACE. MORE PEOPLE, MORE HOUSES, MORE SCHOOLS, CHURCHES, SHOPPING CENTERS ARE PLACING UNPRECEDENTED DEMANDS FOR USABLE LAND. MAIN REASON FOR THE BIG SURGE IN THE SOUTHWEST is the wonderful balmy climate and the fact that AIR-CONDITIONING and the swift AVIATION AGE have conquered this wonderful Western frontier. THE PAST FIVE YEARS HAVE BEEN THE MOST DYNAMIC IN THE HISTORY OF EL PASO AND THE FUTURE LOOKS EVEN BIGGER!

EQUALLY IMPORTANT is that SUNLAND ESTATES IS IMMEDIATELY ADJACENT to the now famous HORIZON CITY, the METROPOLIS OF THE FUTURE that has captured the interest of the entire nation. HERE A CITY OF 1.5 MILLION IS NOW ON THE DRAWING BOARD AND THE PLANNING AND DESIGNING ARE SO FORWARD-MINDED THAT HORIZON CITY WILL BE MODERN EVEN 100 YEARS FROM TODAY! AND AS IT GROWS SO TOO WILL THE VALUE OF YOUR LAND AT SUNLAND ESTATES!

SUNLAND ESTATES is an undeveloped subdivision PLATTED AND RECORDED and all lots will face on cleared roads. YOU GET A FREE WARRANTY DEED when you have fully paid for your property BUT THE BIG REASON WHY YOU SHOULD INVEST NOW IS THAT EXPANSION AND GROWTH CONTINUE TO MOVE IN THE DIRECTION OF SUNLAND ESTATES!

SUNLAND ESTATES a subsidiary of **HORIZON LAND CORP.**
"Nation's Largest Land Developer"

Reference—BANK OF DOUGLAS, TUCSON

Reference—EL PASO NATIONAL BANK

Member—EL PASO CHAMBER OF COMMERCE

REAL ESTATE GREATEST GIFT TO YOUR LOVED ONES

Many of our clients have bought several lots and used them as special gifts to children and grandchildren. IT'S THE ONE GIFT THAT GROWS MORE VALUABLE IN THE YEARS AHEAD. Special gift package will be sent to you when you receive deed on your lots.

RISK FREE YOU BE THE JUDGE!

Send your reservation deposit NOW. We rush back street map and complete details. YOU MUST BE CONVINCED THAT THIS IS AN EXCELLENT SPECULATIVE MONEY-MAKER OF THE FUTURE OR YOUR ENTIRE DEPOSIT WILL BE PROMPTLY REFUNDED. WHAT COULD BE FAIRER? BUT ACT NOW WHILE LOW, LOW PRICES ARE IN EFFECT.

\$5 RESERVES YOUR LOT!

ALL DEPOSITS BANKED IN ESCROW
SUBJECT TO YOUR APPROVAL OR REFUND

RUSH COUPON NOW

IMPORTANT — DUE TO A BIG PRICE RISE, SOON TO BE ANNOUNCED, THIS COUPON WILL BE HONORED ONLY TILL DECEMBER 31, 1960.

**SUNLAND ESTATES
EL PASO, TEXAS**

AL-11

Enclosed is my reservation deposit of \$_____ for _____ lot(s) at SUNLAND ESTATES. (Send \$5 for each lot.) Please send street map showing location of my lots and complete details including your sales agreement. I must be convinced that this is an excellent speculative money-maker of the future or my entire deposit will be promptly refunded.

NAME _____

ADDRESS _____

CITY AND ZONE _____ STATE _____

BRIEFLY NOTED

(Continued from page 30)

formerly known as Armistice Day, has been so observed across the nation.

● The Maine American Legion has won the two top awards in the Legion's annual blood donor competition. Maine recorded 94.4 percent of its 189 participating posts for one award and had the greatest percentage of its total membership as blood donors for the second award. Some 25 percent of the state's 20,527 Legion membership made individual blood contributions during the year. Rhode Island, which won the two top awards last year, placed second.

● A new history of the 104th Infantry Regiment from Colonial days to the end of WW2 is about to be published. It will contain many photographs, official records, maps and the story of the 104th, particularly of WW2. Copies must be ordered before press time. Contact: Lawrence A. Wagner, Adjutant, 104th Infantry Regiment Veterans Assoc., 201 Oak St., Holyoke, Mass.

● Research material is being collected for a new book concerning the Allied airborne invasion of the Netherlands in Sept. 1944. Those members of the 82nd and 101st Airborne Divisions who held the front until relieved in Nov. 1944 by Canadian troops are asked to write to: Clarence F. Montgomery, 689 Buttenwood St., Long Branch, N. J.

● A new "Volunteer Hospital Worker" pin-type insignia is now available to those many Legionnaires and Auxiliary members who have spent 1,000; 2,000; 3,000, etc. volunteer hours in VA hospitals participating in the Veterans Administration Voluntary Service (VAVS) program without compensation or material award. Write to your Department Adjutant or Department Auxiliary Secretary for information.

● Two Minnesota postmasters from neighboring towns received national American Legion Awards for Heroism in July for their role in saving 7 persons from drowning in a boat accident. Minnesota Legion Cmdr Gene Linquist presented the medal awards to Earl Johnson of Henderson and Ernie Ipsen of Lesueur, the two postmasters. Henderson Post 74 and Lesueur Post 55 awarded meritorious service certificates to the two men.

● The Fourth Uniformed Groups Congress, being held under the auspices of The American Legion Nat'l Hdqs, will meet in Indianapolis Nov. 11-13, 1960.

● The Camp Fire Girls, oldest U. S. born non-sectarian organization serving girls, will commemorate their 50th anniversary through their Golden Jubilee from Nov. 1, 1960 thru Mar. 1961.

● The Eight and Forty, an organization of American Legion Auxiliary members, will award fourteen \$1,000 Tuberculosis Nursing Scholarship awards this year to assist nurses to further their education. This is the 4th year of the scholarship program.

● The Junior G.I. Bill, which was enacted into law with the support of The American Legion, benefited more than 20,000 students in the amount of some \$25½ million dollars.

● The American Legion Life Insurance Plan has paid over \$300,000 in insurance claims since its inauguration several years ago. Ninety percent of all claims were paid to mothers and widows of former Legionnaires, 8 percent to mothers and daughters, and 2 percent to American Legion Posts and churches.

LEGION HISTORY:

Memories Revived

The old Legion photo, including Franklin D. Roosevelt, which in August we invited readers to identify — turns out to be an historic picture.

The time: June, 1925.

The place: The terrace of the 38th floor Bankers Club, in the Equitable Building at 20 Broadway, New York.

The occasion: An American Legion luncheon for downtown businessmen to kick off the New York phase of a five million dollar national fund drive to help support child welfare and rehabilitation work in The American Legion. (The drive collected the full five million, to which the Legion has since added two million of its own. Now 35 years old, The American Legion Endowment Fund's principal is still intact, and its income last year provided \$86,268.86 for rehabilitation and \$86,268.26 for child welfare — a total of \$172,537.72).

Roosevelt, seven years away from the White House and two away from the New York governorship, attended as a friend and supporter of the fund drive. It was one of his first public appearances after his paralyzing polio attack.

The photo was taken as an afterthought, after the leading city businessmen had pledged their support for the drive. The idea was that Roosevelt, seated and wearing braces on his legs, represented "rehabilitation" — one of the aims of the fund drive.

Fourth from left, standing, is Owen D. Young, Chairman of the Board of General Electric. Said Young to Roosevelt: "How are you getting on, Frank?" Said Roosevelt: "Well, I'm beginning to walk."

Standing, left, is Legionnaire Abraham Rosenberg, who was City Marshall of New York at the time of his death in 1954.

Second from left is Robert Paterson, now 74, New York County American Legion Commander that year, then



Old photo identified. See story above.

associate editor of the McClure Newspaper Syndicate, and later a political writer for the New York Herald Tribune.

Third from left is Legionnaire Robert F. Condon, now head of New York City Civil Defense.

The three men on the right have not been identified.

Identifications were made by Pater-son, who appears holding straw hat; by Mrs. Fred C. Williams, now of Wash-ington, D. C., and a Past National Pres-ident of The American Legion Auxiliary; by Thomas J. Carnese, general manager of the Ted Bates & Co. advertising agency and a Past Commander of Lex-ington Post 108, New York City; by Albert E. Hearn, of the Potter Press and a member of Advertising Men's Post 209, New York City; and by Thomas J. Styles, Jamaica, N. Y., a member of Post 1, Paris, France.

VETS' POPULATION: Facts And Figures

Like most government agencies, the Veterans Administration has to deal daily with the hard, cold facts of statistics.

Figures recently released by the VA give a fairly accurate account of what's happening to the veterans' population in this country.

As of June 30, 1960, the VA estimated the average age of WWI, WW2 and Korean Conflict veterans to be as follows: WWI — 66.2 years; WW2 — 41.1 years; Korean Conflict (including WW2) — 30.6 years; Korean Conflict (with no WW2 service) — 28.9 years.

The VA did not supply figures on the number of WWI men who also served in WW2. But the percentage of Korean Conflict men who had WW2 service was 21.7 and the percentage of WW2 men in the Korean Conflict was 8.9.

The above percentages are based on 16,535,000 participants in WW2 and 6,807,000 in the Korean Conflict. The Korean Conflict figure includes 1,476,000 who had WW2 service. WWI participants totalled 4,744,000.

As of August 31, 1960, the total number of deceased was: WWI — 2,085,000; WW2 — 850,000; Korean Conflict — 105,000.

The total number from each war buried overseas: WWI — 30,936; WW2 — 93,114; Korean Conflict — none.

The total number of veterans for each war who died in 1959 were: WWI — 102,000; WW2 — 71,000; Korean Conflict — 9,000.

The total death figures listed above are the estimate of the VA based on the number of participants less the estimated number of living veterans in civil life and those still in the Armed forces.

The overseas burial figures are the latest available from the American Battle Monument Commission in Washington.

Magazine Article on Sordid Movies

Brings Wave of Cheers from Readers

Howard Stephenson's dismal look at the growing sordidness of U.S. commercial movies, and the negative view of life in America portrayed in too many of them, has brought an avalanche of comments to this magazine commending Stephenson. His article, "Movies for Americans" appeared in our September issue.

The "Sound-Off" pages of this issue give a sample of the response. Below are more quotes from readers. They agree 100% that we have a pattern of films that show America as Khrushchev would want it shown—as a decadent, ugly, depraved, criminal, money-mad, sex-pre-occupied nation.

"Stephenson's article is a must," writes a Dakota City, Iowa, mother. "It says what has been going through the minds of decent, adult movie-goers. Personally, I love the theater and the movies, but I can't tell you how long it's been since I've seen a movie, simply because I felt they are mostly trash."

"My husband and I," writes a mother of two children in Redondo Beach, Calif., "have stopped going to the movies rather than support such trash. The

poor grade of movies that are being shown is shocking . . . I can't help but wonder what effect this type of entertainment has on our youth . . ."

"I toss and turn at night," says an Imbler, Oregon, man, "worrying about the brainwashing of young and old alike."

Says a Brooklyn, N.Y. woman: "You are to be commended for the splendid suggestion that you gave Hollywood's screen producers . . . A three-hour film on the American Revolution, properly cast, would be eagerly received here and abroad."

A Huntington, N.Y., woman says: "Mr. Stephenson has written down my own sentiments so exactly that I wish to thank him . . . Americans should band together and keep ourselves and our children from viewing this film trash . . . Then Hollywood would be forced to bring back more of the family-type pictures . . ."

"The last time I went to the movies was six years ago," says a writer from Raleigh, North Carolina. "I don't even remember the film. It was silly and dirty and I decided my time was too impor-



The proof is in the puffing

and P. A. has the flavor most favored in the U.S.A.

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OF
"GRAND OLE OPRY"

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R. J. Reynolds
Tobacco Co.,
Winston-Salem,
N. C.

PRINCE ALBERT

America's Largest-Selling Smoking Tobacco!

tant to waste . . . However, I am eagerly awaiting "The Alamo."

A clergyman in Guadalajara, Mexico: "You are to be **HIGHLY** (his capitals) commended for the excellent article . . . There are *millions* of Americans who agree 100% with the theme of Stephenson's article . . . What a thrill if we could see a series of well-made films on our national Greats — Ben Franklin, Jefferson, Lincoln . . ."

A Tipton, Indiana, reader: "Movies for Americans' was excellent . . . We do need more films putting our best foot forward. May you continue to publish such good articles."

"I wonder who the smutbrains in Hollywood think they're fooling," asks an Englewood, N.J., man, "when, in showing an ordinary family scene, they make a big foul nudge out of the parents going to bed? Last one I saw was 'Don't Eat the Daisies' — a perfectly amusing story until the Hollywood foulbrains sexed it up. This, they think, is what drags the teenage dollars in, beside which any sense of the family as a civilized institution is purely irrelevant. But what does the Hollywood divorce mill know of the family as an institution? There have probably been six more like 'Daisies' since, but I've had a bellyful of these. I'm not having any more and neither are my kids."

"It's a laugh," writes a Trenton, Michigan man, "that Hollywood 'experts' solemnly say no communist propaganda has ever gotten into films. The general pattern of much of our professional entertainment gives us and the world the exact image of our country that the communists desire, as Mr. Stephenson so well showed. Even worse, foreigners seeing these things abroad, think they are the result of *our* taste, rather than of the queer community along Sunset and around Vine. America is elsewhere."

"Countless millions are being now spent to promote a film called 'Spartacus,'" writes a Bronx, N.Y. reader. "It's from a novel by a Marxist, screenplay by an identified former leader of the communist party in Hollywood. It's the story of an ancient Roman who's been idolized in Russia as a symbol of revolution. Now when did Hollywood *ever* make a spectacular of George Washington? Is there anyone there who knows how? Or must we first tell them who George Washington was? Mr. Howard Stephenson spoke great truth on your pages."

"Mr. Stephenson's article is refreshing," says a woman in Ticonderoga, N.Y. "How uplifting it would be to the filmstars themselves if the showing of (good American) films in foreign countries could bring to audiences a true and proper meaning of the history of America."

WW2 VETERANS:

15 Years Later

During the years since the end of WW2, many veterans have taken advantage of opportunities afforded them through the GI Bill of Rights.

Certain benefits previously available to WW2 veterans have expired, and other benefits will expire in the next few years.

The WW2 veteran population was 15,900,000 at the end of July 1960. Of these veterans, almost 8½ million took advantage of training.

Some 615,000 trained under Public Law 16, which provided vocational rehabilitation for those who were disabled during service. Under Public Law 346, commonly known as "World War 2 GI Bill," some 7.8 million trained.

For all practical purposes however, both programs of training for the WW2 veteran have expired.

As of July 31, 1960, WW2 veterans had in force a total of 5,283,270 policies of National Service Life Insurance as of July 31, 1960. Approximately three out of every five of these policies are still being carried under the five-year level premium plan.

WW2 veterans who still carry their NSLI coverage on this plan would be wise to convert to a permanent plan before their age level puts them in a high premium bracket. Information can be obtained from your nearest VA office.

THE AMERICAN LEGION NATIONAL HEADQUARTERS AUGUST 31, 1960

ASSETS

Cash on hand and on deposit . . .	\$ 224,147.05
Receivables	313,767.20
Inventories	506,832.54
Invested Funds	955,973.99
Trust Funds:	
Overseas Graves Decoration	
Trust Fund	\$ 263,122.58
Employees Retirement	
Trust Fund	2,969,922.37
Real Estate	805,938.15
Furniture & Fixtures,	
Less Depreciation	228,938.35
Deferred Charges	167,369.30
	<u>\$6,436,011.53</u>

LIABILITIES, DEFERRED REVENUE AND NET WORTH

Current Liabilities	\$ 366,063.42
Funds restricted as to use	32,806.65
Deferred Income	1,071,549.43
Trust Funds:	
Overseas Graves Decoration	
Trust Fund	\$ 263,122.58
Employees Retirement	
Trust Fund	2,969,922.37
Net Worth:	
Reserve Fund	\$ 24,185.11
Restricted Fund	21,123.38
Real Estate	805,938.15
Reserve for Rehabilitation	426,544.30
Reserve for Child Welfare	64,643.65
Reserve for Convention	45,000.00
	<u>\$1,387,434.59</u>
Unrestricted Capital	345,112.49
	<u>1,732,547.08</u>
	<u>\$6,436,011.53</u>

PEOPLE IN THE NEWS:

LAWSON M. LYNN, Dep't Adj't of the Alabama American Legion since 1955 and chmn of the Alabama Boxing and Wrestling Commission, elected president of the Nat'l Wrestling Association of America.

NAT'L VICE COMMANDER



FRANK GIANOTTI of Gilbert, Minn., was appointed a Nat'l Vice Cmdr of The American Legion in Sept. by Nat'l Cmdr Martin B. McKneally to fill the vacancy created by the death of Nate V. Keller. Gianotti was Minnesota Dep't Commander in 1949-50.

DAVE MCNALLY, 17-yr old pitcher of the Billings (Mont.) American Legion Post 4 Junior Baseball team, has been signed by the Baltimore Orioles for a bonus in excess of \$100,000.

ROLAND COCREHAM of Baton Rouge, La., past Dep't Adj't (1928-40) of the Louisiana American Legion and a present member of the Legion's Nat'l Publications Commission, appointed State Collector of Internal Revenue by Gov. Jimmie Davis, effective Oct. 15.

CHESTER F. NEWBY, appointed Dep't Adj't of the Illinois American Legion by the Dep't Executive Committee, replacing James S. Gwaltney.

JAMES S. GWALTNEY, Dep't Adj't of the Illinois American Legion since 1954; resigned, in September.

Died:

ARTHUR F. DUFFY, past Dep't Cmdr (1947-48) of the New York American Legion and a veteran member of the Legion's Nat'l Naval Affairs Committee; on Oct. 2.

EDWARD J. NEARY, past Dep't Cmdr (1930-31) and Nat'l Executive Committeeman (1933-35) of the New York American Legion and a former chmn of the Legion's Nat'l Americanism Commission; on Oct. 1.

LEIGH H. BITTINGER, past Dep't Cmdr (1939-40) of the Illinois American Legion; on Sept. 23, in St. Petersburg, Fla.

WALTER B. BEALS, one of the founders of The American Legion and a member of the 1919 Paris Caucus; on Sept. 18, in Olympia, Wash. He was a retired chief justice of the Washington State Supreme Court.

JOHN E. ROLSTON, a member of the Legion's Nat'l Military Affairs Committee since 1957; in Sept., in Mobile, Ala.

WILLIAM H. CONKLIN, member of The American Legion's Temporary Executive Committee at the St. Louis Caucus in 1919; on July 20, at Columbus, Ohio.

G. DECKER FRENCH, past Dep't Cmdr of the Iowa American Legion (1927-28) and former member of the Legion's Nat'l Distinguished Guests Committee (1933-41); on July 31, in Winnetka, Ill.

SENATOR THOMAS C. HENNINGS, JR. (D-Mo.), member of the Legion's Nat'l Distinguished Guests Committee since 1950; on Sept. 13.

ROLAND F. COWAN, former Dep't Adjt of the New Jersey American Legion (1926-51); on Sept. 8, in Kansas City, Mo.

STEPHEN S. JONES, past Dep't Adjt (1920-22) and alternate Nat'l Executiv Committee (1922-24) of the Kentucky American Legion; on July 10.

GEORGE W. HARRINGTON, past Dep't Cmdr of the Vermont American Legion (1959-60); on Aug. 28, in Castleton, Vt. He had just completed his term of office Aug. 13.

GEORGE M. SWEENEY, former chmn of the Legion's Nat'l Marksmanship Committee (1950-53) and Chief of Staff of the Georgia State Guards during WW2; on Aug. 23, in Atlanta.

MRS. DAISY RUTH GIBBONS, a WWI Navy Nurse and the first woman post commander in The American Legion (Post 37, St. Augustine, Fla.); on Sept. 6, in Lima, Ohio.

LIFE MEMBERSHIPS:

The citation of an individual Legionnaire to life membership in his Post is a testimonial by those who know him best that he has served The American Legion well.

Below are listed some of the previously unpublished life memberships that have been reported to the editors. They are arranged by States.

Leroy Hamilton and George E. Kennedy and Charles Lorton (all 1954), Post 85, Lynwood, Calif.
Robert L. Coffee (1960), Post 399, San Jose, Calif.

Thomas V. Rahang (1959), Post 464, Los Angeles, Calif.

Walter H. Miller (1960), Post 636, Boron, Calif.
N. C. Richerson and Felipe Salazar and F. W. Smith and Franklin Van Kirk (all 1960), Post 148, Antonito, Colo.

LeRoy D. Downs (1958) and Philip Gross and Charles A. Mace (both 1960), Post 12, Norwalk, Conn.

Nathan Andrews and Anthony J. Caruso and John J. Enright (all 1960), Post 89, East Haven, Conn.

Ellis B. Wilson (1959), Post 96, West Hartford, Conn.

Charles J. Esola and George Huish and Louis Suto (all 1960), Post 266, East Chicago, Ind.

Arthur E. Bjornstad (1960), Post 1, Spencer, Iowa.

Leslie L. Rudebaugh (1960), Post 55, Troy, Kans.

A. M. Krupp and W. N. Preisker and E. G. Prochaska (all 1960), Post 174, Ellsworth, Kans.

B. E. Hickerson (1960), Post 49, Lebanon, Ky.

Elair Hanchey (1960), Post 27, DeRidder, La.

Herbert L. Rhodes (1960), Post 20, Baltimore, Md.

Willis Gillespie (1960), Post 135, Perryville, Md.

Ira Allen (1960), Post 166, Ocean City, Md.

David N. Bradley (1960), Post 213, Baltimore, Md.

Fred Flook (1960), Post 236, Sharpsburg, Md.

Harold Marland (1959) and Dr. Luke T. McCrohan (1960), Post 1, New Bedford, Mass.

James A. Donnelly (1959), Post 78, Dorchester, Mass.

Dr. Ted E. LaFayette (1959), Post 99, Watertown, Mass.

Dr. James D. Christie (1959) and George D. Wilson (1960), Post 249, Littleton, Mass.

Hollis N. Osgard (1960), Post 249, Spring Grove, Minn.

O. F. Preusse (1960), Post 133, Perryville, Mo.

Walter L. Holle (1960), Post 121, Whitetail, Mont.

Myron L. Bodell and Frank S. Perkins (both 1960), Post 20, Fremont, Nebr.

Albert Barth and Norman McQuay (both 1960), Post 84, Oaklyn, N.J.

Charles N. Lovelace (1959), Post 132, Franklin, N.J.

William J. Mittek (1958), Post 385, Randolph Twp., N.J.

Grover Luther and Stanley Welschreider, Sr., (both 1960), Post 921, Dolgeville, N.Y.

William Landgraf (1960), Post 1029, Island Park, N.Y.

Fred G. Bastian and Dr. George C. Derick (both 1960), Post 44, Northumberland, Pa.

Jack Manning and Earl W. Thompson (both 1960), Post 733, Harrisburg, Pa.

Elmer A. Tank (1959), Post 210, Waupun, Wis.

Post Commanders or Adjutants are asked to report life membership awards to "Life Memberships." The American Legion Magazine, 720 5th Ave., New York 19, N. Y. Date of award is requested in all cases. Receipt of names cannot be acknowledged.

Life memberships in Maryland, Ohio and West Virginia are only accepted if received via the Department Adjutant, in conformity with state Legion policy.

OUTFIT REUNIONS

Reunion will be held in month indicated. For particulars, write person whose address is given.

Notices accepted on official form only. For form send stamped, addressed return envelope to: O. R. Form, American Legion Magazine, 720 Fifth Ave., New York 19, N. Y. Notices should be received at least four months before scheduled reünion.

Army

7th Regt, Co D, Calif. Inf — (Feb. 1961) Ernest C. Beck, 1185 Val Vista St., Pomona, Calif.

116th FS Bn (WWI)—(Dec.) Joe Dodd, 5224 University Way, Seattle 5, Wash.

182nd Inf Regt, Anti-Tank Co—(Nov.) Harold F. O'Neil, 37 Franklin St., Belmont 78, Mass.

302nd Engrs, Post 302 (WWI & 2) — (Feb. 1961) Louis F. Merlin, 28 East 39th St., New York 16, N. Y.

705th MP Bn—(Nov.) Bernard C. Hogan, 24 Walnut St., Everett 49, Mass.

(Printed in error in Oct. issue as 704th MP Bn).

ATTENTION LEGIONNAIRE SHOPPERS



Stop at the shop where you see this colorful emblem displayed.

Support the Legionnaire retailer.

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Miami Beach, Florida

Enclosed is my \$10 Reservation Deposit on . . . 1¼ Acre Orlando Highlands Tracts, (Reserve as many as you wish). Please rush complete details including maps, aerial photos, etc. I must be convinced that this is an excellent speculative investment . . . or my reservation deposit will be refunded for any reason whatsoever within 30 days.

NAME

ADDRESS

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ROD AND GUN CLUB



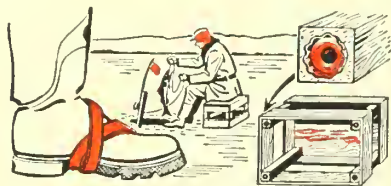
For the man with an interest in the great outdoors.

THE MODEL 878 Remington autoloading shotgun is now available in a "dressed-up" version. It comes with a handsomely checkered stock and fore-end. The receiver is decorated with game scenes and polished engraving.

The gun is also available with ventilated rib, in skeet grades and in higher grades with specially selected wood and custom engraving.

The most important feature of model 878 is its self-adjusting power piston. Designed to handle all types of standard-length shells, high base, low base and standard-length magnum, the mechanism automatically selects the right amount of gas from the load to work the action.

The gun weighs 7 lb. and is perfectly balanced for fast handling and natural pointing. Offered in 12 gauge only, models start at \$129.75.



ACCORDING TO Charles Carroll of Box 57, 108494, Marion, Ohio, if you'll crisscross bands of rubber, cut from inner tubes, across your instep and under your wading boots, you'll eliminate friction caused by mud suction. You won't have any more heel chafe and consequent blisters if you do this.

And he says for you who are using boxes or crates for seats when ice fishing this winter, just attach a few bottle caps to the bottom to keep from sliding. If your box has legs, so much the better, as it will be easier to find a place to attach the cap.

LEON R. WARREN of 43 Washington Ave., Stoneham 80, Mass., coats egg cartons with paraffin and then fills them with charcoal briquets. The paraffin keeps the cartons dry. When he wants to start a fire he just touches a match to the paraffin and sits back and waits for his fire to get hot enough to cook on.

B. CAPSHAW of 508 North Cedar St., Tallulah, La., offers an easy way to catch crickets. He says, "Get a loaf of unsliced bread and cut it in half. Hollow out the two halves, leaving about one-inch walls. Cut a hole one inch in diameter in one half. Hold the halves together with rubber bands. Leave it in tall grass overnight. The crickets come in, but can't get out."

JEAN HAWK, 508 East 2d St., Seymour, Ind., has a hatful of hints for us. "To remember complicated fishing knots, glue a paper showing them on the lid of your tackle box and paint over with waterproof varnish. . . . To prevent rusting of hooks, spoons and lures in your tackle box, put a small piece of camphor ice in each container. . . . An excellent anchor can be made from a discarded harrow disc. It is light yet has great holding power. . . . To prevent mold on bacon while camping, wet a cloth with vinegar and wipe off the meat. Also improves the flavor. . . . To rid the camp of hornets, hang a skinned fish over a pan of water. The hornets will glut themselves on fish and drop into the water and drown. . . . Keep a couple of used flashlight bulbs in your tackle box as spare 'bobbbers.' The plastic coating makes them surprisingly durable and the metal part provides a handy place to tie your line. . . ."

CHESTER MORRIS of R.D. 1, Grantville, Pa., has an idea for making a steel club to use on game that is not quite dead. He says, "Take an old shotgun barrel and remove the front sight. Drill a 1/4" hole through the barrel. File the hole smooth and tie a leather thong through the holes. Then instead of using your gun barrel to hit the half-dead game with, you can use your steel club."

"WHEN JUG FISHING at night," says John F. Green of R.R. 2, Sullivan, Mo., "catch a few fireflies and put them in the jug. Your jug will be easier to keep track of. And when trotline fishing with dough balls for bait that are hard to keep on the hook, wrap your dough balls in first aid gauze before you put them on the hook."

LOUIS VARGO, 529 Railroad St., Windber, Pa., suggests: "Always carry a little airtight container of miner's carbide afield. Regardless of weather, it is no problem to start a fire when you have carbide and a little water. It is a great help, especially in the winter. Throw a little carbide into the snow and in seconds you have fire. It is also very handy in rainy weather. In fact, as I've said, water plus carbide equals fire. . . ."

MARLIN FIREARMS is offering a 14-page folder on rifle telescope sights with lots of information on scopes, plus a ballistic table of 26 popular loads. They also offer a free folder devoted entirely to Marlin lever-action carbines and rifles.

Write to Larry Ferguson, Marlin Firearms Co., Dept. AL, 79 Willow St., New Haven, Conn., for your free copies of these booklets.

EIGHT NEW MODELS of the nine-shot "replica" Western guns manufactured by High Standard are on the market. These guns are in addition to the two "Double-Nine" hand guns that have been in the hands of shooters for some time.

These new models are the Natchez and the Posse, and six versions of the Longhorn. The Natchez is styled after riverboat persuaders of a century ago. It has white grips and costs \$52.50. The Posse is an oldtime sheriff's favorite with snubnose 3 1/2" barrel, walnut grips; costs \$52.50.

The six Longhorn models are typical open-range sidearms with 4 1/2", 5 1/2" and 9 1/2" barrels. White grips. One is pearl-handled. Prices from \$49.95 to \$59. Contact Jack Kennard at High Standard Manufacturing Co., Hamden 14, Conn., for illustrated folder and complete information.

REX WELLS, R.R. 3, New Castle, Ind., sends in a couple for hunters. He offers, "After shooting and cleaning your deer, cover it with a piece of cheese cloth to keep off the blow flies. Of course, close all openings. Then hang the carcass in the shade where the breeze will keep it fairly cool. And, when hunting this fall, let your pants hang outside your boots. Keeps water and snow from spilling inside. You can snug the bottoms with an elastic band."

ARAS PITRE, Box 204, Oberlin, La., says, "I have a useful hint for hunters lost in the woods on an overcast or cloudy day. If you have a pocketknife with a bright and shiny blade, you have a way out. Hold the blade up to the light. The side toward the sun, regardless of how cloudy it is, will always be the brighter. After determining where the sun is, you can easily work out the other three directions. If you know from what direction you came, the way back is clear. . . ."



JAMES HAMLIN of Fort Valley, Ga., sends in a few ideas for hunters and fishermen. He says, when hunting quail, don't shoot too quick. When they are on the rise, hold back for a few seconds 'til they level off. If you fire when they are on the rise you may shoot under them. When they level off you get a better shot.

And he also says, to cure a gun-shy dog, take him to a skeet or trap range. The constant firing will accustom the dog to the noise. Further, when catching frogs for bait, put a piece of flypaper in the grass near the spot where the frogs are. Leave it there for a few hours. When you return, you will find frogs sticking to it.

PLASTIC SHOE BAGS with about 12 pockets may be had today in the five-and-dime stores. They make fine holders for kitchenware and other gear when camping. And you can use them for personal items like shaving apparatus, combs, brushes, mirrors and the like, says Kenneth G. Wilson of 500 East Myrtle St., Hamford, Calif.

THE NEW ADDITION of hand-checkering to the Mossberg lever-action "Palomino" makes it a wonderful buy in the .22 caliber field.

This gun, which holds 20 shorts, 18 longs or 15 long rifle cartridges, features AC-KRO-GRUV 8-groove rifling for outstanding accuracy. Cost \$68.88. Very effective for small game hunting. Write W. L. Pierson at O. F. Mossberg & Sons, Inc., 131 John St., P.O. Box 1302, New Haven 5, Conn., for illustrated folder.



WE INSPECTED the 1961 line of Scott outboard motors recently and found them sound as usual.

The Fishing Scott develops 7.5 hp. at 4500 r.p.m. Big feature is its weight of 40 lb. It has a new magneto system and a re-located fuel coupling for easier accessibility.

Stands 30 in. high. Designed to sit low on the boat transom keeping fishing lines from snagging it. Overlapping blades cut the weeds. Bail-a-matic power bailing, two-cylinder motor, many other good features. Cost \$260. Other models: Scotty, 3.6 hp., \$133; Fleet Scott 14.1 hp., \$335; Royal Scott 43.7 hp., carburetor for each cylinder, manual \$550, electric \$650, custom \$700; Flying Scott 75.2 hp., electric \$895, custom \$970; (all prices f.o.b. factory).

Scott also announces a new detergent motor oil that means a saving of at least 4 cents per gallon of fuel. The new oil can be used in the 40-1 mixture with gasoline. Use one quart of oil per 10 gallons of gas. Catalogs and more information are free. Write Hal Wylie at McCulloch Corp., 2700 Winter St., N.E., Minneapolis, Minn.

AUSTIN J. HELFRICH of 1105 West Lafayette St., Ottawa, Ill., says the way to get a live turtle to let go his hold on your finger is to lie down on your back and flop him over on his back. (Or have a friend flop him over.) The turtle doesn't like lying on his back and in his struggle to get right side up, he'll let go your finger.

And Austin says when plugging for fish at night it's a good idea to know how many inches of line you bring in with one turn of your spinning reel. He found he was bringing in 21 inches with each full turn and as a result his plug came in too fast. It helps to know, especially when fishing in the dark.

WARD SKEEN, Drawer 98, Pawnee Rock, Kans., has something for us campers: "After a strong wind blew our camping tent down, I decided to do something about it. I bought small coiled springs with a loop in each end of the springs. I fastened a spring on each rope, then drove the tent stakes solidly into the ground, or tied them securely to small trees. When the wind blew, or it rained, the springs would yield but everything else held firm. Try it. . ."

PAUL HETTIG, Logansport, Ind., has something going for plastic bottles. "Save empty plastic bottles," he advises, "the kind liquid soap comes in. Clean them carefully with hot water. They can be used in several ways. The neck of a small-sized bottle makes an unbreakable funnel for your outboard motor or gas lantern. Either size can be used for a water canteen. If you cut off the neck of one, you have a dandy drinking cup. The large one marked with red finger-nail polish is great for carrying an emergency supply of gas for small motors. The same size bottle makes an excellent trotline float or marker. . ."

FOLLOWING ARE the final results in the small-bore rifle shooting from a prone position competition in the Olympic games in Rome.

First: Peter Kohr, Germany, 590 points; Second: Sgt. Jim Hill, Oceanside, Calif., U.S.A., 589; Third: Forcella Pelliccioni, Venezuela, 587; Fourth: Vasily Borisov, Soviet Union, 586; Fifth: Arthur Skinner, Britain, 586; Sixth: Yukio Inokuma, Japan, 586; Seventh: Lt. Dan Puckel, Fort Benning, Ga., U.S.A., 585; Eighth: Marcel Cohen, Bulgaria, 585; Ninth: Marat Niasov, Soviet Union, 585; Tenth: Iosif Sirbu, Rumania, 585. (Ties were broken by number of bullseyes.)

A FEW QUICK ONES from Mrs. Clive V. Mott, 222 West Railroad St., Long Beach, Miss. "We frequently go fishing at night and we use a lantern with a dishpan reflector attached behind the light. This reflector in time loses its shine. We have found that a small square of aluminum foil slightly larger than the dishpan, when pressed firmly on the inside of the pan, will reflect a better light than the pan did, and can be changed easily when it becomes soiled and worn.

"Another idea is that if you have some shrimp bait left over after fishing, don't throw it away. We put the leftover shrimp in a jar filled with briny salt water. This preserves the shrimp, makes them tough, and they are excellent bait for the next fishing trip.

"And one final note: When we camp out on the islands we boil our crabs on the beach. Before boiling the crabs we put a few potatoes in the crab-boil seasoning. This makes an excellent dish."

HERE'S AN IDEA for a fish caller sent in by Jerome Jezierski, Rt. 1, Box 83, Chapell Hill, Tex. "Take a pint sized bottle with a screw-on lid. Punch a few holes in the lid. Put a live bee inside the bottle and lower it to the bottom on a fish line. The air pressure will probably keep the water out. The buzzing sound of the bee will attract fish. Drop your baited hook close to the bottle. You'll catch lots of fish."

—Jack Denton Scott

If you have a helpful idea that pertains to hunting or fishing, send it along. If we can use it, we'll reward you with a check for \$5.00. Address: Outdoor Editor, *The American Legion Magazine*, 720 Fifth Avenue, New York 19, New York.

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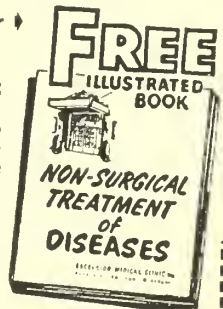
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SHORT OF BREATH?

(Continued from page 17)

he is lying down. A cough, a nightmare, a distended bladder, a noise can set off the attack in sleep. A sudden shock, raising the arm to comb the hair or to shave, an attack of coughing, even talking too fast can set off a sudden attack during the day.

What can be done in the crisis? The first enemy is panic, and the best way to combat panic, of course, is to do something constructive. "Anything which makes the patient feel something is being done can help cut the vicious cycle," Dr. Barach says. "The remarkable effect of morphine on patients with nocturnal cardiac asthma, for instance, is medically a little mysterious. It may calm them down in three or four minutes, faster than the morphine could take pharmacological effect."

Unfortunately, however, the worst is usually over before the doctor can get to the scene with reassurance, morphine, or other emergency treatments; but there are some things an experienced patient can do to help himself:

He may sit or stand up. This is the quickest way of increasing lung capacity and is, of course, an intuitive remedy. Some victims of shortness of breath are afraid to lie down; so they sleep propped upright.

He may cough up fluid or mucus. This helps whatever has brought on the attack. Anything that opens the passages to the lungs makes breathing easier.

He may purse his lips tightly and breathe out against the pressure. Humming, whistling, and holding the sound of "FFFFFF" while breathing out are other ways of getting the same effect. Some doctors tell their patients to try to get their breath out through the narrow tube of a cigarette holder. The back pressure tends both to open up the smaller bronchi that may be squashed flat in emphysema and to push against the excess blood coming into the heart and seeping through to fill the lungs with liquid.

Pursed-lip breathing takes presence of mind or training. It is the opposite of what some patients think they should be doing. The short-of-breath patient feels that he can't get enough air into his lungs. Usually, however, the real trouble is the other way around. He can't get trapped air out. Pursed-lip breathing forces him to work on getting air out and cuts anxiety by forcing the patient to do it slowly.

Italian stonecutters, Canadian lumbermen, and mountain climbers spontaneously breathe out through clenched lips to combat shortness of breath brought on by exertion. Some American victims of heart trouble and emphysema learn the trick without knowing what they are

doing or why they instinctively do it. According to Dr. Barach, patients who discover pursed-lip breathing for themselves are emotionally well-adjusted individuals whose breathing difficulties are relatively uncomplicated by nervousness.

He may get oxygen. In the past year, several portable oxygen dispensers have been marketed, and patients and practicing physicians can use these in emergencies. The only one that can be car-



"Now we'll show those wise guys who went to medical school a thing or two."

THE AMERICAN LEGION MAGAZINE

ried in the patient's pocket or handbag is the Oxy-Hale, a cigar-sized tube with tiny cylinders of oxygen under high pressure. The Oxy-Hale (and a supply of 6 to 20 cylinders that can be quickly changed to prolong the action) costs from \$15 to \$20 and is available without prescription.

Doctors here and in England now think that more heart attack victims could be saved if they got oxygen sooner—ideally before the doctor arrives or before the patient gets to the hospital where he is almost always put into an oxygen tent. Dr. Claude Beck of Western Reserve University, Cleveland, Ohio, for instance, believes that many apparent coronary "deaths" can be prevented by a combination of oxygen and heart massage during the first five minutes.

Many physicians believe that portable oxygen dispensers should be standard equipment in theatres, at beaches, in nursing homes, fire stations, police stations, and wherever first aid is given, as well as in the doctor's bag. The assault on Mt. Everest stimulated the development of portable oxygen dispensers. A big brother of the small, portable dis-

penser, is now under development. It would supply enough oxygen for first aid in cerebral thrombosis, shock, asthmatic attacks, croup, smoke or industrial poisoning, and drowning. According to Dr. Barach, oxygen dispensers can greatly extend the value of the mouth-to-mouth method of resuscitation. The rescuer breathes in oxygen before blowing into the lungs of the person to be revived.

Normal air is only 21 percent oxygen. The richer the air in oxygen, the less of it the lungs have to move to satisfy the body's needs. Oxygen-enriched air can lighten the work of a lung weakened by emphysema. Dr. Barach reports that extra oxygen in the blood relieves the pain of angina pectoris, which is now thought to come from lack of oxygen in the heart muscle itself. In a coronary attack, the big vessel supplying blood to the heart is blocked. Other "collateral" vessels can do a better job of making up for the blockage if the blood they try to get to the neglected areas of the heart carries an extra freight of oxygen.

Many public places have discovered that it is a good idea to keep oxygen on hand. The Metropolitan Opera House in New York City keeps an oxygen tank in its first aid station. Last spring portable oxygen tanks were installed in the King's County District Attorney's office in New York City and in five district courts in Brooklyn. The installations were made after a little research on the part of the district attorney disclosed that in the previous eight years, five witnesses had died of heart attacks because of normal delays in getting them from the courthouse to the hospital.

Last February a witness testifying before Judge Hyman Barshay in an extortion trial got so excited that he suffered a fatal heart attack on the stand. When a physician friend suggested that oxygen might have saved him, Judge Barshay bought a portable oxygen dispenser for his court. Less than a month later a 38-year-old housewife keeled over after testifying against a burglar who had robbed her and her husband at the point of a knife. This time, 20 minutes of oxygen was available in a few moments. Hospital authorities later credited her recovery to first aid with oxygen.

Is there anything you can do to improve short breath or prevent acute attacks?

If heart trouble, emphysema, or asthma is the cause, the first step is to treat these diseases in their own right. There are many new drugs for heart trouble. For emphysema, there are medicines that open up narrowed or collapsed bronchial tubes or dissolve plugs of mucus, and there are ingenious new spraying devices for getting the medicine deep

down where it is needed. Dr. Barach has developed several machines that expel plugs of mucus by forcing the patient to cough. For the desperately clogged, surgery is sometimes advised.

What the patient has to do for himself, however, is to refuse to wither on the vine. The temptation is to avoid making any move that might bring on an attack. But the less the patient does, the less exertion he can take without panting for breath. Physicians are now advising breathing exercises, physical exercise, and enough social stimulation to provide healthy emotional exercise.

Breathing Exercises. Breathing exercises can increase the vital capacity as well as the poise of overbreathers. There are many different exercises, some of them going back to Yoga, but all of them train a person to breathe with the diaphragm instead of the upper ribs.

One way to do it is to lie down and put one hand on your chest and the other on your abdomen, and then try to breathe in such a way that the hand on your abdomen does all the moving. It is easier to do on all fours or slouching forward so that the vital organs in the abdominal cavity don't hang on the diaphragm like immobilizing weights. It is easiest of all to do in a head-down position. The simplest way to practice without special equipment is to lie flat on the back with a big book or other equivalent of a sandbag weighing 10 pounds or more on the abdomen. This weight pushes the diaphragm up, stimulating it to contract. A half hour's practice a day with a weight will, in months, develop diaphragm muscles as well as the habit of using them.

Physical Exercise. Athletes have long noticed that training increases the amount of exercise they can take without panting or without causing their heart to pound. Last May, Dr. Andre Cournand of Columbia's Department of Medicine reported that bicycle-pedaling experiments have demonstrated that the right and left sides of the heart of a trained athlete respond together to a sudden spurt of activity while the left side of the heart of a man who has let himself get soft lags behind the right side and thereby causes shortness of breath.

What the short of breath need, however, is some way to get enough breath to exercise enough to build more wind. Oxygen looked like a natural pump primer. In athletic contests, coaches have used oxygen to get over what you could call the "breath barrier" to a second wind. Japanese swimmers fortified themselves with oxygen for the 1932 Olympics. At the suggestion of the captain of the Soviet team the U.S. hockey team took oxygen during a recess of the game they won 9-4 against Czechoslovakia in the 1960 Winter Olympics. Roger Bannister, the British medical student who

was the first man to run a mile in less than four minutes, was more systematic. He used oxygen while he was training for the mile. The oxygen made it possible for him to put out just a little more effort than he would otherwise have been able to make; the extra spurt, in turn, built breath for more.

About 10 years ago, Dr. Barach began trying the same thing with patients so crippled with emphysema that the very notion of walking across the room seemed impossible. Many of them had taken oxygen to help them breathe, and they were willing to try taking a few steps while breathing it through the 50-foot rubber tubes attached to stationary oxygen cylinders then available.

It worked. Most of those who stuck with the program found that they were able to get a little farther every day. Some built themselves up to climb stairs. After training with oxygen, they found they could walk better without it. Most important, many suffered fewer of the attacks of shortness of breath that had confined them to their chairs or even to their beds. Hundreds of the emphysema patients who have trained themselves back to better breathing now carry the new pocket-sized oxygen dispenser on trips away from home, just in case. Others are using portable dispensers to train out-of-doors.

With help from a physician or good

sense about how far to go, most people who are short of breath can plan a program of increasing activity for themselves. "Take it easy at first," advises Dr. Barach, "but stick with it. Add slowly every day. Stop at the first sign of a pain in the chest, panting, or change of color."

Exercise with oxygen to prime the pump is now being tried to improve the wind of patients who are short of breath because of heart trouble. Dr. William F. Miller, of the Cardiopulmonary Laboratory of the University of Texas at Dallas, believes that a test of the effect of oxygen on exercise tolerance is justifiable in nearly every patient whose activity is restricted because of some heart or lung disorder. Results are promising and in line with the complaint of heart specialists that patients are being killed by rest in bed.

"Rest and inactivity, once a cardiac lesion has healed, do not prolong life," Drs. Marvin C. Becker and Jerome G. Kaufman point out in an article in *Circulation*, a journal devoted to heart and artery disease. Meanwhile, statistical evidence is mounting to support the view of many doctors that a high level of physical activity can help ward off heart disease.

Smoking certainly does not help preserve lung capacity. Italian studies reported in the May 1960 issue of *Aero-*

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space Medicine that after smoking 30 cigarettes an aviator has the same oxygen capacity at 3,000 meters altitude as a nonsmoker at 5,000 meters. Carbon monoxide atoms in tobacco smoke steal the ride on red blood corpuscles that are supposed to be reserved for oxygen atoms. Thus they cheat the body of the oxygen fuel it expected to get from the blood, and make the lungs work harder.

"The Chinese proverb, 'Boredom tires a woman but ruins a man,' should be kept in mind when physicians advocate the wholesale prohibition of alcohol and tobacco as well as the suppression of the

natural craving for excitement," Dr. Barach writes. He warns that a life that is too quiet leads to increasing tension, anxiety, and overbreathing.

Specialists in asthma agree that emotions play a part in the disease, although they do not agree on exactly how and why. A fire alarm, for instance, has been known to shock into easy breathing asthmatics who have gasped painfully for months. Nervous heart patients are more apt to complain of short breath than patients with the same impairment who are better adjusted to their lives. An emotional crisis can bring on an attack

of short breath or make a mild one severe.

"The big dividend of the exercise program," Dr. Barach says, "is that it encourages patients to extend the range of their interest. Human beings need a certain amount of stimulation. If they do not get excitement from the outside world of men and women, they will generate hysterical, damaging excitement in the airless inner world of their own symptoms. I'd rather have them go to parties, the theater, and risk a drink, a smoke, or a tour of golf than waste away."

THE END

WHAT'S NEW IN HOME RECORDING

(Continued from page 21)

as replacing the record and pickup of the ordinary phonograph, you will understand the basic idea. Of course, the tape recorder departs from the phonograph in that it provides an easy method of making your own recordings. In addition, since the recordings are magnetic, the magnetism can be "wiped off" at any time. The same tape may be used over and over again, whenever you no longer want to keep the material previously recorded. This wiping-off process is accomplished automatically, when a new recording is made.

The tape itself is perhaps the most remarkable thing about the magnetic recording process. For amateur or home use it is a strip a quarter of an inch wide, coated with a special oxide film capable of being magnetized in such a complex pattern that even the most varied sounds can be recorded. Magnetic tape is usually supplied, for the current-

ly popular recorders, in 5- and 7-inch reels. Like 8-mm. film, it can be flopped over and run through the machine again, since each time only half the width of the tape is used. A recorder which permits this is known as a half-track machine. The latest thing, to provide even greater economy, is the 4-track, or $\frac{1}{4}$ -track, machine. Such a recorder also makes use of the flop-over technique, but it includes a switch for optional use of the extra two tracks as well. When provision is made for recordings on two tracks simultaneously, using *two* microphones (or a special dual-element mike), the recorder is known as a stereophonic recorder. Stereo comes closest to simulating what you hear with your own *two* ears at a live performance. The amazing effect of depth, as well as relative position of sounds to the right or left of the listener, is retained by means of this system. Most experts are convinced that

this adds greatly to the clarity of the music.

Of course, such a recording must be played back through *two* speakers, preferably set about 6 to 10 feet apart, depending on the listening position and the size of the room. Many stereo recorders contain both speakers, together with hinged flaps, to direct the sound. Built-in speakers are usually not good enough for real hi-fi sound and should not be used when the greatest realism is desired. Fortunately, nearly all manufacturers provide means for bypassing the internal speakers. The connection is then made to larger external speakers or even to a separate, fine-sounding, high fidelity system. People who wish to use a tape machine only in this way can get part of the outfit, called a tape deck, without the built-in amplifiers and speakers.

Most tape recorders are designed to move the tape past the heads at a speed of $3\frac{3}{4}$ or $7\frac{1}{2}$ i.p.s. (inches per second), many provide both speeds, and a few include at $1\frac{7}{8}$ i.p.s. speed as well. The $7\frac{1}{2}$ -inch speed is always to be preferred when utmost realism is required. On a good machine the $3\frac{3}{4}$ -inch speed is good enough for many purposes, and it gives you twice as much music per given length of tape. The $1\frac{7}{8}$ -inch speed, at least to date, is used only when a long uninterrupted recording is required and quality is not paramount.

Incidentally, in shopping for a recorder, you will run across the confusing fact that various machines have one, two or three motors. Don't let this influence your judgment since the quality of the machine depends more on other factors, such as design, balance of the rotating parts and good workmanship generally. Although all low-priced recorders have one motor only, some very fine, expensive machines are also so equipped. The term "hysteresis" motor will also crop up. This is a multi-poled motor which maintains proper speed somewhat better than the usually used 4-pole type. Hysteresis motors are nearly always used on costly, professional equipment.



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Tape recorders for home use come in a wide assortment of sizes and weights, some unbelievably small and some weighing up to 55 pounds. Most folks buy medium and small size machines and these are good enough for average use, especially when easy portability must be considered. However, it is only fair to say that the best machines are pretty large and heavy, and are often quite expensive.

The bestselling, most widely known American-made recorders, not listed in any special order, are the Webcor, V-M, Revere, Recordio, Pentron, Wollensak and R.C.A. These are usually low- to medium-priced machines ranging from \$90 to \$140 up to about \$275. Quality and features will vary with price, of course; the new 4-track stereo recording and playback machines are the most expensive.

Several notes of caution are in order here. Some machines record and play back only monophonically, one track at a time, the sound being much the same as that which comes from a radio or non-stereo phono system. Some record and play back monophonically and also play back the commercial, prerecorded stereo tapes. The last and highest priced category records and plays back either monophonically or stereophonically. If you're like most people, you will probably do most of your recording monophonically, but you will want to play back both your own monophonic tapes and also some of the commercial stereo tapes. Be sure you know what you want before you make your purchase.

Another thing to keep in mind is that it is better to get a 7-inch reel machine, rather than a 5-inch model, in order to get maximum playing time. In this connection it should be pointed out that the amount of time a recording will play depends on speed, reel size and tape thickness. Thin, longer length tapes are available in each reel size, and these extend possible playing time considerably. For example: up to 8½ hours of ¼-track, monophonic recording can be put on an extra-play 7-inch reel which runs at 3¾ inches per second. Stereo halves the time, since it uses two tracks at a time. The 7½-inch speed cuts the time in half too, but more than makes up for it with the added realism afforded. Incidentally, the best prerecorded commercial tapes are done at the 7½-inch speed.

A more expensive group of recorders than those listed above includes some foreign makes as well as American ones. These would be: Grundig, Uher (German); Norelco or Philips (Dutch); Ferrograph (British); Sony, Roberts (Japanese); Tandberg (Norwegian); Magnecord, Concertone, Ampex (American). These are the finest recorders available generally for home use, starting at \$400. All of them will provide

music that will satisfy the most critical and should be used in conjunction with a good high fidelity or stereo system. Machines costing \$500 or more are regarded as of professional grade.

Large quantities of smaller, low-priced recorders have been turned out by both the Germans and the Japanese. A good many are sold under private brand labels, for prices ranging from \$49.50 to \$79.50. These are strictly lo-fi machines and the best that can be said for them is that, usually, they are fully worth the money asked for them. Although these recorders are not as good as the \$150 American machines, they do make fascinating toys, more often than not completely adequate for the needs of teenagers. If you buy one of these, under a private brand label, be sure to have a clear understanding of the guarantees furnished by the importer or distributor. Where and from whom you buy could turn out to be just as important as what you buy, in some cases. As with cars, television sets and refrigerators, a careful shopper may sometimes effect a very good purchase by buying a recently discontinued model, provided the repair guarantees are sufficient.

A word or two must be said about something new which has appeared on the horizon. This is tape packaged with both playing and takeup reels in a single

cartridge. Handling is simplified to a great extent and many sales experts believe that this device will eventually challenge even the phonograph record. The cartridge and its concomitant player seem to be designed for a mass market, and the quality is surprisingly good. Still, it does not measure up to the kind of quality that is possible with some of the better reel outfits. Two systems have been presented; one, R.C.A.'s 3¾ i.p.s. cartridge is already on the market. The C.B.S. 178 i.p.s. cartridge is scheduled to be on sale sometime next year. Neither of these systems is likely to replace 7½ i.p.s. recording, but they will probably become quite popular, nevertheless. The situation may very well wind up like that which exists in records today—45 r.p.m.'s for teenagers and the popular music addict, LP's for the music enthusiast who demands more scope and better performance.

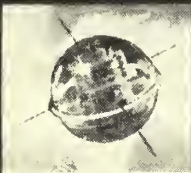
If you wish to get in on the fun now and if you'd like to begin making a life-like sound record of your family's doings, by all means select the best reel machine you can afford, and get started. Remember, you can't record what happened yesterday, but you can be ready for tomorrow. And it will be the day after that, when you and your family begin to appreciate the precious memories you have kept alive—on tape. THE END

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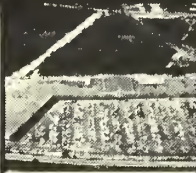
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a rabbit or bird. Besides, the deer is of more concern to conservationists because it is the hunter's prime big game trophy. And last but not less pertinent, a collision with a deer costs money—the guilty car doesn't escape unscathed. Most States report the average car damage between \$250 and \$400. Florida has the highest average—\$700. In Ohio the car's owner is allowed to keep his victim's carcass for the meager edible portion that remains, in partial reimbursement for damage.

Here are some of these casualty figures. In Pennsylvania 6,756 car-killed deer were reported for the period from June 1, 1959, to June 1, 1960. California reports 4,679 for 1959. New Jersey counts an average of 2,000 a year. From 1957 to 1959, Michigan drivers killed 8,859 for the record. Wisconsin's total count for 1951-1959 was 15,027. Last year a study of a 20-mile stretch of Highway 97 between Bend and La Pine in central Oregon for the four summer months showed a kill of *three* mule deer per mile. On a 15-mile stretch of secondary road near Wurtsboro in Sullivan County, N. Y., during last autumn's rutting period of about two months, wardens reported over 200 deer carcasses. Based on these and counts from other States—but not all because all don't keep score—the national total for 1959 climbs to a *verified* kill of well over 100,000.

But statistics such as the above, both for small game and deer, only begin to tell the story. First, they are based in part on spontaneous, volunteered information which can never be complete, and on conservation surveys of the most limited variety. Secondly, they don't include the animals the car driver stops to retrieve after he's hit them. Or the ones tossed into the roadside bushes or snowdrifts by the collision. Or, most important of all, the vast majority of small game and herds that are disposed of by nature's grisly streetcleaners—the scavenging crows, gulls, buzzards and others—before they can be counted. These statistics miss still another large percentage—those that are run down but scamper away to die unseen of internal injuries.

Most deer casualties undoubtedly are that kind. In the spring of 1960, Michigan conservation crews found 51,150 carcasses, cause of death unknown but with automobiles a major contributing factor. A deer is usually struck by the car, but seldom run over. And its bones are surprisingly thin and brittle. A glancing blow that hardly nudges the animal off-stride can cause an injury that ultimately will be fatal. Moreover, unless the deer is killed on impact, the chances are it will succeed at least in reaching cover at the side of the road where it

can't be observed, because all creatures, when stimulated by fear, show amazing physical endurance, and this seems especially true for deer. As hunters will verify, a panicked deer with its heart completely destroyed by a mushrooming bullet can still live long enough to run a hundred yards. The fact that the only deer which remain on the road to be counted are those too smashed to flee is substantiated by a Wisconsin report—of the 2,980 deer killed by cars in that State in 1959 and recovered, over 2,155 were too mutilated to be saleable for food!

And a car can kill a deer without even touching it. The deer can injure itself fatally trying to avoid the collision. Many have been "hung up" on the upper strands of barbed wire of roadside fences in their desperate attempts to vault them. Two autumns ago I was driving late at night from Bangor to Calais, Me., when a large buck bounded down a bank and stood staring into my car's headlights. I locked my brakes but my speed was too

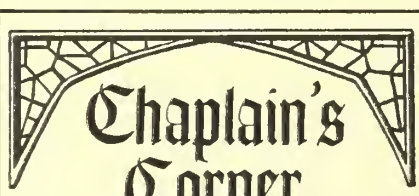
high and the animal was too close. In bracing myself for the crash, I accidentally punched the horn. Immediately the buck gave a tremendous, high leap toward the opposite side of the road, one of its heels clicking against my fender. After the car had skidded to a stop, I looked back with relief at my narrow escape. But to my astonishment I saw in the moonlight that the buck was down and desperately dragging itself by its forelegs into the side bushes. Its hindquarters seemed paralyzed. By the time I'd fetched a nearby farmer, it had crawled a dozen yards into the woods. The farmer showed me where its pelvic bone had been fractured when it had apparently spread-eagled across an ice-covered rock after its wild leap to avoid my car. This unfortunate creature could have been just another uncounted highway tragedy.

Another number not figured in the death toll is the multiple kill when a car strikes a female with young. Spring is the nesting season for birds. It is also the so-called "crazy" season for partridge when this wildest of birds seems to abandon most of its caution. While on a spring fishing trip in New England, I remember awakening one morning in the woods to find one roosting contentedly on my chest. It stayed for breakfast. Such a mother partridge, leading her brood of chicks across an empty road, can't be expected to realize how quickly one of our death-dealers can swoop down and destroy her happy world. Then the casualty list may be four or more—not just one. Hen pheasant and quail as well, are equally naive about roads.

Moreover, nobody bothers to determine whether a dead rabbit, squirrel or coon lying on the road is a female, and if so, whether it was about to have young ones. Unborn deer aren't added to the score either, although in Michigan as undoubtedly elsewhere, enough pregnant does are killed by cars to enable conservationists to determine by autopsy the general rate of fawn production for the entire State.

Perhaps the record-holder among executioners of the unborn, as well as the born, was a driver who in March 1956 was racing a herd of antelope along Superhighway 20 near Millican, Ore., when the herd suddenly veered in front of him. His apparent score, when he stopped ricocheting and had pried himself from the wreckage of his car, was 18! Then a warden discovered that 10 of these dead antelope were does carrying young—eight with twins and two with singles. They raised his total to 36!

Conservationists refuse to guess what the road-kill of small animals and birds



Chaplain's Corner

By REV. WILLIAM H. MOSS

Past Department Chaplain of Tennessee
The First Methodist Church
Pulaski, Tennessee

Help us, O Lord, in this era of emergence when newborn governments, weak and untried, are struggling for stability, to be champions of righteousness where justice and honor are at stake, resolute to the point of firm resistance where oppression and imperialism appear, yet filled with compassion for the innocent and downtrodden. May we stand tall and straight, that when the siren calls are wafted across the ocean waves we may not be lulled into a feeling of security.

Whatever others may do or say about the crises of today—communism, China, Cuba, and the Congo—we must surely reaffirm our stand that Thou, O eternal God, art our refuge, and underneath are the everlasting arms. Thus, in Thy strength we offer this prayer.

Amen.

might be. It is significant, however, that replies from over half the Directors of State Conservation Departments used the same word—"unbelievable"! In regard to deer, most are of the opinion that they can count only about one-third of the casualties. Wardens, who are closer to the problem in their limited districts but seldom are required to keep running records of such accidents, consider that one-sixth would be more accurate. This indicates that cars are responsible for killing between 300,000 and 600,000 deer annually! Applying this one-sixth ratio to little Connecticut's estimate of eight-per-mile, projected to the national rural mileage of 3 million, results in a total of between 72 and 144 million—for only eight small-animal species! By adding the rest of the small animals, and the songbirds, and deer, and using a logically higher unclaimed ratio for small animals, and an animals-per-mile rate from a more representative wildlife State, it is easy to justify the word "unbelievable"!

To get some clue on how to curtail this slaughter which is mounting yearly as cars, traffic, speeds and highways increase, conservationists have been trying to discover how so much of our wildlife drifts onto our highways. Is it just chance circumstance? Are these wildlife jaywalkers simply living up to the old proposition of crossing a road just to get to the other side? In many cases, the answer has been found to be an obvious yes. But in a number of ways, our highways actually have become baited death-traps. The trap is sprung by the car that appears too suddenly from nowhere, and races down it too fast. The baits are many.

A road provides easier travel for animals as well as man, especially in fall and winter when it has been cleared while the surrounding countryside lies buried in deep snow. When no cars are in sight a deer, rabbit or 'coon sees no reason why the road shouldn't be a safe thoroughfare. All goes well until the juggernaut appears and bears down on it. If it is day the nearsighted deer doesn't see the car until the last minute. Then it finds itself flanked by the road's high walls of plowed snow. It runs straight in front of the car, which chases it for fun, then finally the frightened animal turns in the wrong direction and the chase ends. If it is night, the deer stares in curiosity into the car's headlights, not realizing that the lights are getting larger because they're getting closer. At the last minute it jumps in fright, in any direction. 50 percent of the time in front of the car. The rabbit freezes, as its instinct directs it to do when unknown danger threatens, until it's sure it has been discovered, which is almost always at the last possible instant. Then it darts away, hits a snow-

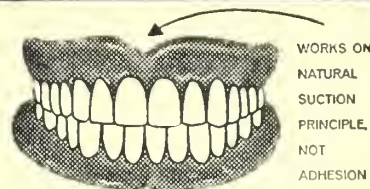
bank, and darts back under the car. If the car misses, it gets another chance as the rabbit rebounds off the plowed snow-bank on the other side. At night the rabbit's reaction is the same. The 'coon, which does its prowling only at night, stares at the oncoming car, refusing to panic, and because it knows the steep snow walls are blocking the road's sides, it walks straight down the middle. This maneuver can be just as fatal, especially when the driver's sadistic tendencies are unchecked.

Often in winter, when the snow is deep and browse is hard to reach, a deer will be attracted to a plowed highway in the hope of finding food. And at this season, this is about the only place where a pheasant can find gravel for its crop. In some States, such as South Dakota, the bait is too real—seeds blown from the grain trucks. And these bring pheasant in flocks. In early spring the first "greening up" occurs along the fertile roadbeds, shoulders and center strips, enticing rabbits and later woodchucks when they can no longer "see their shadows." In summer the rank growth in the roadside ditches, protected from grazing and absorbing the rain runoff, promises better protective cover than the open fields and most skimpy brush-rows. And it's full of insects to attract birds. Early on spring and summer mornings pheasant, quail and partridge, and some of the smaller animals, leave the dew-covered brush and grass to look for open spots where the hot sun can dry them off. A road seems ideal for this purpose. And all the limestone in the roadbeds—that draws deer, small animals and birds like cats to catnip.

Of all the animals that cross a road simply to get to the other side, the species that does it with the most determination is the deer. The white-tailed deer is moderately migratory. Nightly throughout the year it follows established trails, called "runways," from its beds to feeding grounds and watering places. The danger arises when a new roadway cuts one or more of these favorite runways, because the deer, being a creature of strong habit and instinct, is difficult, sometimes impossible, to dissuade from its well-trodden paths. Even when a runway has long since disappeared, the white-tailed deer frequently will return to the old site. And often it will use highways as shortcuts to its adjacent runways. The only times it willingly abandons its well-trodden paths are when it is driven in panic by severe hunting pressure, and when the buck ranges in search of mates during its autumn rut. Then it's apt to break out into any road at any time.

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to the cool highlands in the late spring and back to the warm lowlands in the autumn. Since this migration is confined to only a few months of the year, so is the road-kill. But a highway that cuts their main migratory routes can do as much damage to them in a few weeks as to the Eastern white-tailed in an entire year. A particularly knotty intersection that worries Oregon's conservationists is the one where the migratory route of the great mule deer herd in Deschutes National Forest crosses Highway 97, the main migratory route of tourists headed west.

The first attempt of the conservationists to check the road-kill was for the benefit of their chief ward—the deer. "Deer crossing" signs were erected at those points in deer country where a main highway cut the deer's main runways. The consensus is that the signs have been of doubtful success. Motorists usually ignore them as completely as they disregard most other highway warning signs. It has been further found that the greater the number of signs displayed, the more they were ignored. Similar warning signs to protect pheasant, however, have been more effective, the probable reason being that after a motorist reads a deer-warning sign, he still doesn't see any deer, hence, there is no reason to slow down, except occasionally when one steps in front of him, whereas pheasant usually are visible on the road ahead of him as he reads the warning.

Since motorists didn't seem willing to take signs seriously, the next step was to try to keep the deer out of their paths by erecting long stretches of high fence along the places where large thruways and runways crossed. This apparently has helped in many cases but it has been

an expensive undertaking, much too costly to be applied to very many of our 3 million miles of rural road.

Both of these remedies, however, have been based on an assumption which most conservationists are beginning to find false. They have been under the impression that the great killer of our wildlife has been the high-speed superhighway, probably because its casualties have been more evident. But recent observations of those superhighways which have been in existence for a number of years—without fences or signs—have shown their animal toll is remarkably smaller than on similar new highways. And those animals which do get killed on the older roads are the youngsters in every case, from chipmunk to deer. Only one conclusion can be drawn from this fact—it is that in time, most animals learn that these large highways are potential killers and avoid them. And the almost continual traffic on these main arteries never lets them forget. (Migrating mule deer herds are an exception because they don't contact these highways often enough to learn to fear them.)

Where does most of the kill occur, as shown by the surveys which have been conducted during the past few years? On the secondary roads! Here speeds aren't high but they still are too fast for the motorist to stop in time to avoid a collision, and for the jaywalker to dodge. These roads don't carry a perpetual roaring torrent of traffic to warn away the jaywalkers, but just enough in spurts, with time in-between, to create a false atmosphere of security. And the big open thruways have few roadside ditches or attractively heavy bush-cover close to their concrete ribbons to attract victims. These are the features of the narrow, twisting, blacktop back roads.

Thus far there is only one immediate and certain way by which this annihilation of our wildlife can be decreased. It requires the cooperation of every motorist. The reason an animal can't avoid a car at night is that the headlights blind it and it cannot see. The reason a deer might seem to step deliberately in front of a car is that it has depth perception with regard to headlights; it can see their lateral direction of motion but not whether they're approaching or receding. But it is simple for a motorist to see any animal in the road ahead, or at the side, by the gleam of its eyes in his headlight beams. Most shine red or green; a deer's glow like two huge blue-white diamonds. Only human eyes have no responsive shine.

Then, once an animal has been seen ahead, either by its eyes at night or by its motion in daylight, slow down! And if it's a deer at night, the headlights should be switched to "dim," if possible, so it can see to escape. Basically, it's the car's speed that makes it a killer. The bird that plumps against the windshield, the rabbit or squirrel that runs under the wheel, the deer that jumps in front of the bumper, they all do so in panic because they are incapable of judging, and avoiding, any object as fast as a speeding car. But if the car's speed is reduced to the pace within the ken of the bird, rabbit and deer, they'll make out all right.

Such vigilance isn't necessary continually. The greatest road-kill on these secondary roads has been found to occur late in the evening, during the night and for a few hours during the dawn. These are the times to "give wildlife a break." Wildlife accidents still will happen. But maybe we can decrease them to an insignificant half a billion! THE END

NEW JOBS FOR MILLIONS

(Continued from page 19)

productivity by employing all kinds of advertising and merchandising promotions. And along with this, manufacturers and others handling the products have to maintain service organizations to deliver the goods, and install and service them where necessary.

Selling in the broad sense thus includes everyone who has anything to do with the product once it leaves the assembly line. In terms of automobiles, it takes in not only the fellows who work on the showroom floor and the used car lot, but the men out back in the service department. And that is only a small part of the whole. Back of these men you will find at point-of-sale veritable armies of men and women whose living is derived from automobiles. Consider the people at gas stations, accessory dealers, and advertising people who write the copy

and prepare the pictures that sell the cars, and the gas, oil, tires, and other items needed to keep them running. Consider the thousands of insurance people who underwrite the millions of cars on the road and the people who ride them. Consider other thousands who work on newspapers, magazines and television — who are supported in part by advertising derived from the sale and maintenance of automobiles.

All these people are salesmen to some extent, and the same pattern exists with everything that American industry produces — electric refrigerators, TV sets, plumbing fixtures, furnaces, phonograph records, typewriters, furniture, and so on. For every person making these things there are several who make a living by selling and servicing them. And more people are needed in the latter cate-

gory. As an example of this, I recently talked with the head of a major appliance manufacturer who expressed the deepest concern over the lack of service facilities for his company's products. The company did everything possible to make top-quality products and it spent millions of dollars advertising them. But a lot of ill will was being created because when something went wrong customers encountered difficulty in getting these appliances repaired. As a result, the company was hearing from many irate customers who said they would never again buy any of its merchandise.

"We are going to have to revamp our entire service organization," he said, "and staff it with people who not only know our appliances but who can deal with people and not antagonize them."

Doesn't that suggest something? I pre-

dict that the next decade will see many changes in the servicing of products, and the changes are going to take manpower. Men needed for jobs of this sort will not only understand the products being brought to them for repair or replacement, they will have some understanding of the art of getting along with people. In other words, they will be expected to be salesmen, just as though they were taking orders for the company's products.

This should present no problem. Anyone who gets along well with others and who has a little imagination can become not just a seller of goods but a creative

I stress that a person who hopes to be a successful salesman should look at the market, the product and other factors with imagination. By that I mean he must be able to use ideas. This does not call for genius. You can find all sorts of ideas that you can apply to your job, and they are readily available in books and magazines of all sorts. In the case of the electrical industry, there are scores of magazines and business papers covering that field, written for scientists, engineers, machinists, designers, advertising and publicity people, manufacturers, jobbers, retailers and salespeople — all dealing with the subject of electric equipment.

Millions of people read such business and professional publications religiously, because of the information they contain and the ideas they can generate. Generally speaking, these people, the ones who take the trouble to inform themselves, are the ones who get ahead. And it's as easy to cram the brain with know-how about the job you have, or the one you want, as it is to keep yourself posted on the batting averages of famous ball-players or the performance record of the field at Pimlico or Hialeah.

I am aware that this advice is elementary for anyone who has ever done any selling. Even the novice salesman realizes that he has to know his product and everything he can learn concerning it — the company making it, competitive products and companies, and the entire field. But in this case I am directing my remarks to people who have never done any selling, and who may find themselves attempting to do so. To repeat what I said earlier, I believe their numbers are bound to increase as greater stress is laid on sales and service while the machines take over on the production front.

Indeed, their numbers are bound to grow for another reason. The big opportunities lie in the field of selling. The fellow working on an assembly line can make a good salary but he isn't likely to end up as a rich man. However, if he can sell, he commands a premium in this competitive economy of ours, and the money is there to be earned in the form of the "spread" between the cost of production and the retail selling price. As a matter of fact, this differential should be even greater once the machines hit their full stride.

The new industrial revolution unquestionably is going to cause dislocations and hardship. It is already doing so in some quarters, and it is hurting severely those who, like the coal miners of West Virginia, are unable or unwilling to adapt themselves to the new era. But out of all this change the American people should achieve an even higher standard of living as they learn how they can profit through the Age of Automation.

THE END



"How do you know you're not going to like the new people? You haven't even seen them yet."

THE AMERICAN LEGION MAGAZINE

salesman. In creative salesmanship imagination is the sparkplug that produces new ideas that lead to sales. In a creative salesman's program there are five elements that are to be considered. I list them for anyone who is thinking in terms of a job that involves selling of any kind.

The creative salesman takes an imaginative look at each of the following in turn:

1. The prospective customer's situation. He imagines himself in his prospect's shoes. In that way he becomes aware of the factors that would influence him and he uses them to sell the prospective customer.
2. The product or service he is selling — what are its strong points, what distinguishes it from its competitors.
3. Himself.
4. The market — actual and potential — that he can develop.
5. His selling methods.

These five points are necessarily stated in general terms. For instance,

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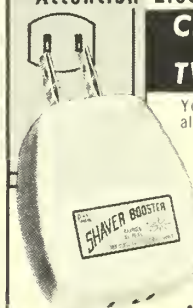
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Dodge's move contributed to the sales decline suffered by its stablemate, Plymouth, but in the fierce sales battle, one corporate division scarcely can be expected to stay out of an allied but faltering division's field, if that's where the cash is.

Not so obvious, but just as important, a development in the automotive struggle is an intense drive to introduce greater flexibility into almost all facets of automaking. The need for reducing long production lead time with which automakers are saddled has never been greater. Customarily, the incubation period of a new car—from first styling renderings to point of production—has been 3 years. Locking up a styling concept 36 months ahead of actual introduction can be a harrowing assignment; no man can be assured that what the public takes to today will hold firm 3 years from now.

Asked what the toughest part of his job is, a highly respected Ford executive said: "Styling, day in and day out, is the most complex problem. Sure, product planning, costing, determining what features to put in a car and so on, that's tough. But to look at what your stylists bring in, and then make your final judgment 2½ years or more in advance [of actual production] is the biggest problem. And remember, good styling doesn't cost any more than bad styling."

Thus, if automakers can cut lead time, they are coming ever closer to the public's volatile tastes. Buick's ramrodding general manager, Edward Rollert, thinks that within 10 years, the industry will have doped out ways to slice off a third of the present lead time requirement. Buick, in fact, working at a backbreak-

ing pace, performed superlatively in bringing the 1961 Buick Special to market, putting the main burden behind it in less than 28 months. The GM engineering staff presented the Special's concept to Buick's manufacturing representatives on April 16, 1958. That day, discussions were held on engine assembly and torque converter design, and 5 days later, Buick began the laborious chore of "costing out" the new engine.

During late July that year, dies for forging the crankshaft, connecting rods and related components were furnished. Buick drew on the knowledge and experience of GM's German subsidiary, Opel, when in August it received final car assembly time studies and labor routings from that compact car producer.

On Jan. 2, 1959, GM's engineering staff formally turned the small car project over to Buick. By September 1959 Buick had placed orders for machinery and equipment needed to build and assemble such components as the transmission case, rear axle, cylinder block and transmission converter pump. In October 1959 hood and front fender dies were ordered. During December 1959 and January and February 1960 rearrangement and installation of new machinery was begun in two transmission plants, an engine plant, a gear and axle plant and the assembly plant. On July 5, 1960, the first pilot models of the spanking new Special were assembled.

This comparatively brief lead time for a totally new car almost approximates a crash program, and as such, incurs severe penalties in overtime and other premium costs. But with compacts in hot demand, Buick had little choice but to

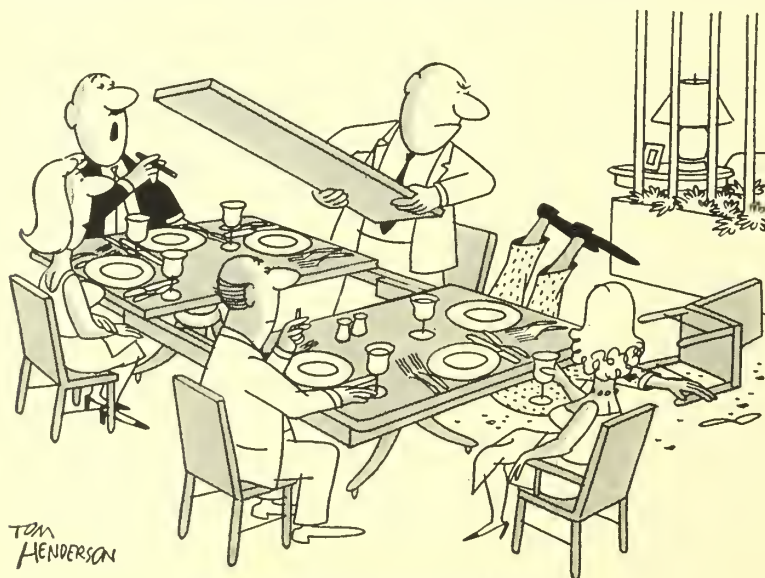
barrel ahead.

The crying need for flexibility makes mandatory the ability to obtain maximum use of engines, major dies and other components, so that machinery, equipment and plant space already on hand can be utilized to the fullest. Lincoln-Mercury Division was able to deliver its Comet quickly by falling back on Ford Division's Falcon. Comet emerged as a distinctive model, although virtually the only things distinguishing it from Falcon were front and rear end sheet metal. In the same way, Dodge whipped up its Lancer with dispatch, and at comparatively small cost, by adapting the basic design and components of the Valiant.

Even though the return on the suddenly ubiquitous compacts such as Falcon and Comet is understandably smaller than standard Fords or Mercurys bring, that brace of compacts was a sweet godsend for Ford during the 1960 model year. The standard Ford fell rather heavily on its droop-snooted styling and if the high-volume Falcon and Comet had not been around to help take up slack, Ford Motor's quarterly earnings statements would have made dreary reading. As demand for Falcon increased steadily (it's the most successful first-year car in history, wedging itself into a tight contest for third place in sales), Ford manufacturing personnel sweat bullets converting standard Ford facilities to Falcon production, to take advantage of Falcon demand. And other Ford men worked as hard to restyle and produce a '61 model that was rid of the unpopular anteater look of the '60. A side effect of Ford's decline was to put the Division's public relations men in a curious position: They couldn't boast frequently of Falcon's success because any undue ballyhoo about Falcon, they reasoned, would result in competitors growling that the company was trying to conceal the big Ford's decline. Or they might call too many potential customers' attention to the bigger car's less successful sales performance.

But the hectic automotive pace allows little time for retrospection and in their frenetic way, automakers have now completed press previews and public introductions of their '61's and are intent on selling all they can build. Most auto executives anticipate that about 6.1 million cars will be built in the current model year, compared with about 6,025,000 in the 1960 model year.

As shown by accompanying illustrations, there is an emphatic trend toward softer styles and shorter standard cars. In some cases, such as Buick, rooflines have been heightened to restore headroom; in others, as the Tempest, greater



"Perhaps we should change the subject."

legroom has been achieved through adoption of floor-flattening transaxles. But while the larger cars have shrunk slightly, the dimensions of such vehicles as F-85, Special and Lancer exceed those of their sister compacts, and so does horsepower. The aluminum block engine in the Special and F-85 turns up nearly as much horsepower as the most powerful production car built 10 years ago—Chrysler, then a rocket at 180 hp.

If the wide range of prices, makes, size and horsepower confuses the customer, consider the baffling remarks automakers hear. Asked how she liked her 1960 Falcon, Mary Alfano, a young Detroit secretary, remarked:

"I would like it a little more powerful. In starting up it's rather slow. But I don't want it speeded up too much, probably up to 100 or 120 hp." Why the added power? "I'm afraid someone will hit me in the back if I don't [get away quickly from traffic lights]. And you really have to gun it to pass." Might not the slower acceleration improve road safety? "Maybe, but you're not going to stay behind a truck for 15 miles, either." Then the afterthought: "I would like a heavier car, but a heavier car would mean less economy. I want a small car and a heavier car with more power. I guess what I want is a big car."

But if automakers are correct in their forecasts, what increasing numbers of motorists want is compactness and economy. In 1955, only 1.6 percent of all car sales in the United States (including imports) were so-called economy models. The turning point was recession-ridden 1958, when 10.8 percent of sales were economy compacts. The outlook for 1960 is that about 30 percent of all sales will be compacts, and for 1961, about 40 percent.

The economy urge dents automakers' dollar volume. Those who offer both 6-cylinder and V-8 engines customarily charge an extra \$100-plus for the V-8. In the 1958 model run through June, Ford equipped 22.6 percent of its cars with 6's. But for the same period in the 1960 model run, 6's accounted for 31.7 percent. At the same time, V-8 installations dropped from 895,722 in the 1959 period to 578,972 in 1960.

Optional equipment, traditionally the highest profit producers in cars, is meeting a similar fate in the compacts. Through June this year, only 45.2 percent of all Falcons were ordered with automatic transmissions (\$159 extra). For comparison, 98.3 percent of all Olds 88's were equipped with automatic transmissions (\$231 extra). Only 48.7 percent of Falcons had radios (\$54 extra) compared with 85 percent (\$89 extra) in the Olds 88.

But if certain automakers are dismayed by this profit squeeze (which they hope to compensate for through higher

volume), it was not evident as the industry kicked the new model year off to a proper start in October with the 43d National Automobile Show. For the first time in history, the show was held in Detroit. (All others have been in New York.) The site was Cobo Hall, largest exhibition building in the world. Occupying 10 acres of waterfront property in Detroit's Civic Center, the \$54 million Cobo Hall claims a whopping 1,632,990 sq. ft. of usable space (compared to 974,000 sq. ft. in New York's Coliseum). Even so, Cobo Hall is only part of a structure. The adjoining Convention Arena will be completed next spring. It will seat 12,500 persons. Altogether, Cobo Hall and the arena cover 17 acres and furnish gross usable floor space of 2,220,490 sq. ft. Theoretically, the structure could handle, simultaneously, 4 major trade shows, 33 meetings, and a 3-ring circus watched by 9,600 spectators.

All the parents who brought "I gotta go" children to the auto show could thank Cobo Hall's thoughtful designers for providing a generous water and plumbing system. The 1,000-plus drinking fountains, lavatories and other fixtures could serve a city of 70,000, and more than meet the demands of the most determinedly aggressive kids. The equally aggressive press, radio and TV representatives were well treated, too. Several sound-proofed, air conditioned offices and lounges occupy balconies overlooking the exhibit walls. Many of these have glass walls so reporters can watch the action below while sitting in easy chairs and divans. All this provides the ultimate in what Cobo Hall's management calls "civilized coverage," a term as new to many auto writers as the hall itself.

To do justice to the display of all the 1961 cars and trucks, and to Cobo Hall itself, the Automobile Manufacturers Association whopped up the full story of a motor vehicle manufacturer. In exhibit form, a complete manufacturing panorama was laid out, showing every stage of production, from basic material to final assembly and testing of a vehicle.

According to AMA, the multimillion dollar "Auto Wonderland" was directly or indirectly participated in by some 3,800 companies. By contrast, the first national show was held in 1900 in Madison Square Garden, and 40 auto and 11 parts and accessory exhibitors showed up. Some 48,000 persons visited the Garden to view 300 vehicles (total auto production that year was only 4,192). Prices of the vehicles exhibited ranged from \$280 to \$4,000. To dramatize the hill-climbing ability of Mobile Steamers, the Mobile Co. of America asked Lillian Russell to drive a Steamer up a ramp with grades up to 42.5 percent and gave her a new car for succeeding.

One of the innovations that year came

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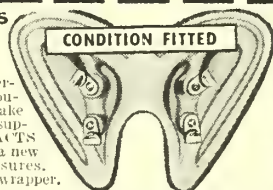
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from Winton. According to a contemporary publication, the Winton "now has all its wheels the same size, 32 inches." That year Packard came up with an imaginative little device: It replaced the steering tiller with a wheel.

But that was long ago, and now that automakers have launched their '61's, what are they up to for the future? More arguments, for one thing. George Romney, American Motors president, thinks that by the end of 1963, 65 to 75 percent of all sales will be compacts and he predicts that a compact (not necessarily Rambler) will shortly take sales leadership away from Chevrolet, a formidable task if ever there was one. But Harlow Curtice, ex-president of GM, doesn't agree that a little car shall lead them. "Americans don't want a small

package in a car," he says. Edward N. Cole, Chevrolet's general manager, says flatly that "the theme of the 1960's will be functionalism with thrift. Styling will be simple and unadorned. Annual model changes will not involve massive and exotic changes, but will consist generally of refinements. . . ."

More specifically, it's expected that by 1962, Ford will produce a "compact compact" with a 95-inch wheelbase. Tentatively called the "Cardinal" by engineers, it along with Ford and Falcon may employ front-wheel drive; with the complete power package located up front, the floor's tunnel hump would disappear.

By 1963, it's expected GM will have switched its cars to unitized bodies, and sometime before then, GM likely will

have introduced a Thunderbird-type car. Aluminum engines will crop up everywhere. Cadillac, Ford, Chevy, Chrysler and Buick all have under development large V-8's utilizing prominent amounts of aluminum.

Long talked about has been a central hydraulic system. Instead of requiring several electrical and hydraulic power units, such a system could be the single power source for brakes, steering gear, windshield wipers, windows, seats, starter, fuel pump, convertible top, suspension leveler and air conditioning.

It's not surprising, then, that James O. Wright, Ford Division's general manager, smiled and remarked recently: "As Peanuts, the small cartoon character in our advertising, says, 'Where will it all end?' " THE END



(continued from page 4)

fore other countries as the American way; it is a threat to the easily impressed minds of our youth. Their minds need to feed on good clean movies for a change instead of filth!

Mrs. Harry Surber
Radford, Va.

Sir: I am glad to know there are others who share my views on the terrible movies of today which appeal to the worst elements in our society and the worst side of everyone. Many times my family has given up the idea of going to a movie because there was nothing fit to see.

O. W. Lutes, Jr.
Akron, Ohio

VITAL QUESTIONS

Sir: The article on Fidel Castro by Edward Tomlinson in your August issue confirms my suspicion that there is something radically wrong in the State Department at Washington. If Dr. Castro had been associating with communists as well as acting like them for many years, it would seem that the State Department should have known it, and should not have supported his revolution. It seems to me that there has been a communist slant in the Department that has consistently gotten this country into difficult positions.

The American Legion can do a great service to this country by getting answers to the following questions: Who failed to put a "stop loss" on sugar subsidies to Cuba after Dr. Castro had started to seize American properties? Who expounded the belief that

Dr. Castro was merely an agrarian reformer, so as to secure backing by the State Department? Who sold President Eisenhower and Vice President Nixon on suspension of nuclear tests, giving the U.S.S.R. a chance to catch up? Who persuaded Secretary Dulles to throw the monkey wrench into the Suez Expedition, and thus help Mr. Nasser seize the Suez Canal? Who finagled things so that the State Department was able to run the Korean War as a police action and lose it, instead of allowing the Defense Department to win it? Who got President Truman to prevent General MacArthur from bombing the Chinese bases beyond the Yalu River? Who talked General Marshall into the idea that the Chinese communists were merely "agrarian reformers"? Who convinced President Truman that it was unnecessary to have a corridor or right-of-way into Berlin? Who persuaded President Truman to keep the American Army out of Berlin near the end of WW2? Who is now trying to oust Trujillo, when the communists are in a position to pick up the apples?

John R. Perkins
Wayne, Maine

FORGOTTEN PEOPLE

Sir: I understand various veterans' organizations cooperated with the VA in developing the new pension formula, Public Law 86-211, now effective. The fact that some WW1 vets have had to subsist on a yearly income of less than \$2,700, with no consideration given for wives unable to work, while others with healthy wives or dependents could add thousands of dollars to their income without affecting the status of the limit on vet income, has always struck me as an inequity which some unfortunate couples have had to face. It appears that a few vets have exploited this loophole and have transferred some of their earnings to their wives' nonreportable income. I read where a former Legion National Commander vowed he'd plug this loophole, and I wrote this Commander suggesting that

in trying to stop a few crooks he also might aid a greater number of vets with nonworking wives, restricted by law to vet earning limits only. Now with the new laws on the books, these unfortunate vet couples are still the forgotten people, while those who gamble with the law will discover more booby traps and hazards. These should prove a bonanza to a greatly enlarged VA personnel necessary to interpret and police the tricky rulings and red tape. Meanwhile, our leaders plump for more foreign aid, even to enemies, and with no strings attached.

Thomas J. Cashman
Portsmouth, R.I.

DISCLAIMS CREDIT

Sir: Too many of my friends and USAR associates are giving me credit for the letter entitled "Wants Coupon" appearing in September's "Sound Off!" It was signed "Name Withheld, Palmyra, Pa." While I firmly endorse all of the writer's five points, I don't want credit for something I didn't write but wish I had. However, in the latter event it would have been signed:

William E. Morton
Maj. MPC USAR
Palmyra, Pa.

DEMANDS VERSUS UNEMPLOYMENT

Sir: Some time ago you published an article about American business going overseas. Recently I was an interested spectator as a foreign ship unloaded tons and tons of nails and other steel products from abroad. And here, in Duluth, our steel plant is operating on a four-day week basis. It seems to me that the time has come when our labor leaders had better be more lenient in their demands.

Name Withheld
Duluth, Minn.

Letters published in Sound Off! do not necessarily represent the policy of The American Legion. Name withheld if requested. Keep your letters short. Address: Sound Off, The American Legion Magazine, 720 Fifth Avenue, New York 19, N. Y.

YOUR PERSONAL AFFAIRS

Information that can help you with everyday problems.

Winter vacations are getting to be such a vogue that even people of quite modest means are studying schedules for Kingston, Port-au-Prince, Aruba, and other storybook spots. Here's how many manage to do it and what's in store for them this season:

- A growing trend these days is to count pennies one year—that is, take an inexpensive vacation—and then shoot the works the following year.
- This year is going to be a whopper for the Caribbean. Air flights to San Juan, for example, already are just about sold out for the New Year's holiday. So if you have the urge to go south, you'd better make reservations fast.
- The pattern of travel is shifting outward. That's because 1) air transportation allows you to cover greater distances, and 2) one of the nearby favorites—Cuba—is now off limits. So other islands in that vicinity are getting the play, as well as South America, Mexico and Hawaii. (Most winter vacationers don't put Europe on their lists, preferring a warmer climate.)
- Travel expenses—especially air fares—are up some. On the other hand, you have such a variety of packages, plans, hotels, motels, etc., to choose from that you usually can find something suitable by shopping around.

As a very rough rule of thumb, figure that it costs two people a minimum of \$50 per day to live offshore. The same figure would apply (again in a very rough way) if a ship is your residence. Here are some rock bottom cruise charges, all per person, from New York: 43 days to South America, \$1,080; 4½ days to Bermuda, \$145; 7 days to Nassau, \$170; 15 days to various Caribbean ports, \$375.

Incidentally, the Caribbean, Central and South American nations on regular cruise routes generally don't require passports or visas. Better check in advance, though, and carry proof of U.S. citizenship with you.

No matter how or where you travel, it's a good idea to include an established travel agent among your contacts.

Contrary to old-fashioned belief, a travel agent does not charge you for his services. He collects from the carriers and hotels for whom he acts as salesman (exception: some rail lines and a few overseas hotels).

Travel agents usually hold two aces: 1) they can find alternate accommodations more quickly than you can, and 2) in case of a foulup, the travel agent's customers tend to get a better break than the fellow who's on his own.

If your federal tax return is questioned, and you think the examiner isn't giving you a fair shake, you can ask for an informal hearing before a referee or "conference coordinator."

What's made some taxpayers hesitant about taking this step, however, is the fear that the referee (often the examiner's boss) would automatically rule against them. Now IRS is trying to remove this block. The referees hereafter won't be the examiners' bosses—or have any prior connection with a case whatsoever. They'll be completely impartial.

How are the resale prices of U.S. compact cars, which came into the market in a big way a year ago, behaving?

Very well, say auto trade sources. Recent auctions indicate that the compacts are relatively as sturdy—if not more so—as bigger cars when it comes to trade-in values.

This adds one more reason why compacts and near-compacts will continue to grow as a major factor in the auto industry.

Notes of the month:

- **MEN'S CLOTHING:** Prices for the next six months will be on a steady upgrade (about \$3 to \$10 a suit). Next year's lines, now being shown, feature lighter colors (olive is expected to be a big seller) and more crease-resistance.
- **HOUSES OF WORSHIP:** Insurance people estimate that fires break out in 8 to 10 churches every day (they're particularly vulnerable because of their wide open construction). If you want information for your religious group on this subject—as well as such hazards as theft, vandalism, or malicious mischief—write for a free "Guide to Property and Casualty Insurance on Churches" to Insurance Information Institute, 60 John St., N. Y. 38, N. Y.

By Edgar A. Gruenwald

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set the course for the legislative action he would like Congress to pursue.

Two other Presidential messages influence legislation: the economic message and the budget message. Here the President becomes the Chief Economic Adviser by suggesting the economic policy for the lawmakers to act upon. These three statements carry much weight because the President is speaking to the country as well as to Congress.

The President's sway in Congress doesn't stop here, because although his suggestions create law, his veto kills it, and it takes a two-thirds vote of both Houses to override his veto. For six of his eight years in office, Eisenhower has been at loggerheads with Congress on account of party differences. He has vetoed, during this time, more than 160 bills and Congress has overridden only two. An overriding vote is a roll call vote and Congressmen know that the President controls a lot of patronage in the form of jobs. That as well as Presidential influence on federal projects makes a Congressman think twice about his constituency's needs before he votes to override a veto.

The President's hold over Congress is great even when different parties head the executive and legislative branches; it is greater, naturally, when the same party is in power.

One more point regarding laws: The President appoints justices of the Supreme Court for life, with Congressional approval. They are picked mostly for their political philosophy, and the inter-

pretation they give to laws will usually reflect the President's philosophy.

CHIEF FOREIGN MINISTER

On the President's shoulders rests the burden of our foreign affairs. Treaties are negotiated by the President subject to later approval by the Senate. Ambassadors and other high diplomatic officers are chosen, as well, by the President, with the "advice and consent of the Senate." Because concurrence of the Senate is needed in these two instances, the power of the President is somewhat modified. But there are two occasions when the authority of the President in international affairs is supreme: in making executive agreements, and in recognizing foreign states.

An executive agreement has all the force of a treaty; it is, however, concluded between a foreign country and the President, without the Senate's consent or advice. Executive agreements, more numerous than treaties, are not mentioned in the Constitution; however, their use has been approved by the Supreme Court. A famous executive agreement was the one between Great Britain and President Roosevelt wherein we gave Britain 50 destroyers in exchange for the use of British bases.

There is only one authority for recognizing a foreign state: the President. Recognition takes place when, and if, the President decides to do so. The U.S.S.R. was not recognized by us for many years until Roosevelt did so in 1933. As in the executive agreement with

Great Britain, he used that authority to effect the recognition. Congress was not consulted in either case. When Israel became a state, it was up to Truman alone whether we would recognize her or not. Neither Congress nor the courts had any authority in the matter.

Of course, the Department of State is the body charged with the duty of conducting our foreign policy. But it should be observed that the President selects the Secretary of State, all the Under Secretaries, and Assistant Secretaries. He may use the State Department in an advisory capacity, or conduct foreign affairs himself. Roosevelt personally dealt with foreign countries; Truman and Eisenhower left such matters to the Secretary of State.

In the field of foreign relations, concentration of power in the hands of the President is generally wise. Intelligence gathered by our diplomatic staffs and confidential agents can be of such nature that very often it must be kept secret, and given only to the President: our national security requires such action. The President must take sole responsibility, at times, for decisions he hopes are proper, and he must sometimes wait a long while for history to vindicate his actions and still the criticism.

COMMANDER IN CHIEF

The United States was conceived in a state of war, and therefore the President was delegated Commander in Chief of our Army and Navy. In this capacity, Presidents have ordered American troops anywhere in the world they thought necessary. This has been done more than 150 times without asking Congressional authorization. American troops have been used in Central America, the Far East and the Middle East. More recently they upheld federal law right at home—in Arkansas.

Only Congress can declare war, but the very act of sending troops to foreign trouble spots may embroil us in conflict.

The National Security Council was created as the policymaking agency to prepare us for any possible war. It consists of the President, Vice President, Secretary of State, Secretary of Defense, and the Director of Defense Mobilization. It meets every week, with the President presiding. Issues are debated, but it is the President himself who makes the final decisions.

Public awareness of the responsibilities of the leader who will give four, possibly eight, years of his life to his country is a *sine qua non* of an alert citizenry. An alert citizen is an informed one; an informed one should be a responsible one.

THE END



"Hooper has been working very hard this week. He's been preparing the football pool."

The story of Soviet Russia's defeat in the sky began when the reds in early November 1950 first "scrambled" four squadrons of MIG's. But the enemy planes did nothing more than laze around on their side of the Yalu without coming to grips with slower and obsolete American jets then bombing and strafing with regularity Communist Chinese columns streaming across the ice-covered river which General Mac-



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Arthur referred to as a military and diplomatic "sanctuary." Perhaps red strategy during the first week of November was indicative of the future. The MIG patrols would battle only the slower propeller-driven F-51 Mustangs, relics of World War II. The U.S. Air Force communiqués read in brief:

November 7, 1950 — Four F-51 interceptors [propeller-driven WW2 Mustangs] engaged by four MIG-15's southeast of Sinuiju. One MIG probably destroyed. Four F-51 fighters engaged by four YAK-9 fighters [Russian WW2 propeller-driven aircraft]; two enemy aircraft destroyed.

November 8, 1950—Temporary North Korean capital at Sinuiju totally destroyed by 79 B-29's [U.S. four-engine WW2 bombers] escorted by 300 fighters [all types]. No enemy opposition.

On the morning of November 9, Maj. Evans G. Stephens led a flight of four F-80's on a strafing mission against the remaining anti-aircraft gun positions dotting the outskirts of Sinuiju. It was the day after the massive raid and a huge column of smoke rose 15,000 feet above the fire-blackened North Korean city. Stephens cryptically spoke into the button microphone strapped to his throat, instructing Lt. Russell W. Brown, his wingman, to follow him down on a strafing run. Lts. Giel and Escola were

ordered to fly protective cover and then make their run when the first two planes returned to altitude.

Just as Stephens and his wingman kicked their Shooting Stars into a dive, the Air Defense Control Center at 5th Air Force Headquarters relayed a message warning Stephens that 12 MIG's were pinpointed on radar climbing for altitude from the other side of the Yalu —forbidden by strict orders to be crossed by eager 5th Air Force fighter pilots who might unknowingly trespass onto communist territory in pursuit of the enemy. But jet altitudes and speeds being what they are, the enemy flight was soon spotted 50 miles south of the Yalu and in Maj. Stephens' own backyard.

"Bogeys at 10 o'clock low," Stephens shouted, and ordered Brown to follow. Giel and Escola, playing their team positions to the hilt, continued flying cover as the two F-80's nosed over and disappeared in a dive toward the flight of silver MIG's. Two of the enemy jets apparently didn't receive the order to turn back. Nor did these red pilots observe the rest of their flight retreat across the Yalu.

"Brown, take the one on the right," Stephens radioed, as he hit the throttle for all the power he could get, and dived at the MIG in front of him. Taking a deep breath before he squeezed the trigger, the veteran World War II fighter pilot lined up the Russian-built plane in his sights and pressed hard on the firing button. His plane shivered as tracer bullets streaked out chewing into the MIG's wingtip, chopping off bits of debris. The startled enemy pilot dived for the ground and toward the Yalu, outdistancing the slower Shooting Star and escaping the American plane's lethal fire until he reached his "sanctuary." Score: One "bogy" damaged.

The second MIG followed the escaping plane. Brown's slower F-80 jet winged closer to the MIG in a steep dive. "We were both doing more than 600 miles an hour and the MIG was not pulling away from me," Brown later told the de-briefing officer back at the 51st Fighter Wing base. "I wasn't closing the gap either. I was at extreme effective range. When I saw I couldn't gain on him, I led him with my sights set for maximum and held down the gun trigger. His engine section began to smoke and then his engine exploded. The pilot didn't get out and his plane went into the ground."

The entire action took less than four minutes. Lt. Russell W. Brown made aerial history. He had participated in the first battle of the jets and became the first jet pilot to shoot down an enemy jet fighter in aerial combat.

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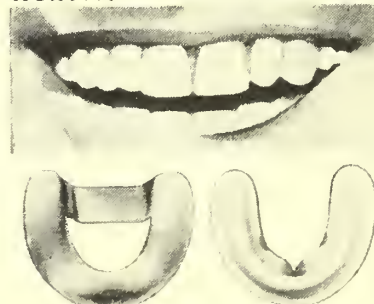
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After that, everybody seemed to get into the act. The MIG's were too fast for the slower 550-miles-per-hour F-80's and a frantic demand for new and faster F-86 Sabrejets was relayed back to the Pentagon. In the interim, until the Sabres arrived in early December 1950, superior flying and marginal weather kept American aerial combat losses to zero. The second day the Sabrejets were in action they proved that American planes and pilots had it all over the MIG pilots. In the biggest dogfight of 1950, eight eager pilots from the 4th Fighter Interceptor Wing tangled with 25 MIG's, destroying 6 and damaging 8 in a free-for-all that began at 30,000 feet and continued at treetop level.

Lt. Col. John C. Meyer, commander of the 4th Fighter Wing, led his best pilots on a seemingly dangerous mission to test the Sabres in combat by giving the reds a chance to attack in force. Lt. Col. Bruce H. Hinton, flying in number one position, frankly admitted that "we had it planned to suck in those guys." The flight of F-86's deliberately flew the mission "throttled down" and didn't "pour on the coal" until they were jumped by 25 enemy MIG's from all points of the compass.

Five minutes later it was all over. Col. Meyer accounted for one more "bogey" and raised his total to 38½ enemy planes shot down in two wars. Lt. Col. Glen Eagleston raised his tally to 25½ with one MIG knocked down. Navy Lt. Cmdr. Paul Pugh, in on the act as an exchange officer attached to the 4th Fighter Wing, also accounted for one. Capt. James Roberts racked up three kills. The pattern was set for aerial supremacy and victory.

By the time the Korean War was over, 38 pilots qualified as jet aces by

destroying 5 or more MIG's, 5 of these men became double aces and one won his triple ace wings in what ultimately turned into a turkey shoot. Figures show that at least 82 percent of the pilots came from the ranks of 190,000 U. S. Air Force reservists who served in Korea and 15 of the 38 jet aces also came from their ranks.

These were the men pitted against the very best that Communist China and North Korea could throw against the U. S. Air Force. When enemy losses became excessive in early 1951, and red jet pilots were at a premium because most of the Red Chinese and North Korean pilots were in various phases of flight training, Joseph Stalin ordered Russia's top air ace to commit the Kremlin's crack air division. Soviet Air Force Maj. Gen. Ivan Kozhedub, who as a colonel commanded the fighter units defending Moscow in World War II and is credited with more than 60 nazi planes, moved his veteran MIG division from Anshan deep in Manchuria to the Antung complex just across the Yalu River. In May 1951, the burly Russian general moved in with 70 crack pilots, all of whom served under him during the siege of Moscow.

U. S. Air Force communiques report a total of 145 MIG's shot down between May and September 1951. Some of them undoubtedly were from Gen. Kozhedub's air division. Perhaps it's indicative that to this day—and the Kremlin often brags about Soviet accomplishments—there's no record of a Soviet jet ace. There certainly was no lack of opportunity for Russian pilots to rack up impressive claims in the summer of 1952 when a continuously rotating crop of American fighter pilots was constantly in action, accounting for an addition

162 MIG's in aerial dogfights over "MIG Alley."

During this same period new Soviet Air Force fighter units were transferred from Russia and Eastern Europe to Manchuria to be committed to combat. According to Lt. No Kum Sok, the anti-communist North Korean pilot who flew a MIG to South Korea after the truce and collected \$100,000, four regular Soviet air divisions and two fighter regiments—more than 400 Russian pilots—were flying daily combat missions. Lt. No, now a student residing in the United States, should know—his flying instructors were Red Army Air Force pilots. His last instructor, Capt. Alexei Nichenko, was later killed battling American Sabrejets.

Throughout 1952 and 1953 wild dogfights, in which as many as 150 MIG's were committed against smaller combat patrols from the two U. S. Air Force fighter wings (the 4th and the 51st), always ended in disaster for the reds. Lt. No disclosed that four or five MIG's a day were lost on the average and "many of them were piloted by Russians."

On May 23, 1953, some of the MIG's "piloted by Russians" ended up as twisted piles of junk after three days of intense dawn-to-dusk aerial combat. A record 28 MIG's were destroyed for the highest weekly total since the battle of the jets began. Only one Sabrejet was lost and its pilot bailed out to fight again. The following June 30, almost a month before the Korean War ended in an armistice, 15 MIG's were shot down to set the highest one-day mark of the Korean War and bring the total enemy losses for the month to 74—the highest monthly enemy loss since the war began.

The pattern of aerial warfare in Korea was contradictory. On the one hand, American pilots were instructed to bail out at sea whenever possible because air-sea rescue helicopters and amphibian flying boats could easily pick them up. The reds, on the other hand, issued strict orders to their pilots to bail out only over land. Moreover, the MIG's never flew out of "MIG Alley" in northwest Korea, an area bounded by the Yalu River on the north and the battered North Korean capital of Pyongyang on the south. There were three reasons the enemy purposely kept his planes confined to the northwest corner of the war-torn peninsula: First, MIG's traveling shorter distances into combat could remain aloft much longer. Second, they could run for it to the safety of the "sanctuary" on the other side of the Yalu. Finally, the Soviets didn't want any Russian pilots falling into American hands.

During the 37 months of the Korean War only one red jet pilot bailed out where he could be captured alive. In April 1952 a MIG pilot parachuted from his disabled fighter over Chinnampo on



"What a crowd! Did you see all the coats and hats piled on the kid's bed?"

the northwest coast of North Korea. Brisk winds carried the enemy pilot to the mud flats which at low tide gave him a two-mile handicap to safety. The Sabrejet pilot who made the "kill" radioed this information to 5th Air Force Headquarters in Seoul and a helicopter was dispatched from one of the U.S. Navy carriers roaming the China Sea off Chinnampo. As the chopper beat its way toward shore, the struggling enemy pilot laboriously plunged through the muck toward the safety of his own lines. But a heavy concentration of artillery and machinegun fire was directed at the helicopter, or so its air-sea rescue crew thought. Braving the golf ball traacers, the chopper pilot lowered his bird so that the crew could pick up the now limp figure of the enemy pilot. They picked up their pilot, but he was dead -- deliberately killed so that he wouldn't fall into U.N. hands alive.

He was neither a Russian nor an Occidental. The helicopter had picked up an oriental pilot. But this incident was indicative of the effort the enemy made to keep secret the participation of the Soviet Army Air Force in Korea. Not until Lt. No flew his 684-m.p.h. early-model MIG-15 to the 4th Fighter Interceptor Wing Headquarters at Kimpo Field outside of Seoul did U.S. Air Force intelligence officers get a good look at the type of plane the Sabres had been pitted against in Korea. That was September 21, 1953, almost two months after the fighting ended.

The only public admission that Russians fought Americans was made by Gen. Anderson. But my question was based upon a personal experience in May 1952, almost a year before Gen. Anderson arrived to take command of the 5th Air Force. In a tour of forward air bases, I came across a spotter squadron composed of slow two-seater AT-6 primary trainers called "Mosquitos," which were used to mark targets for the faster U.S. Air Force Republic F-84 Thunderjet and carrier- and land-based U.S. Marine Corps Pantherjet fighter-bombers that continuously clobbered the reds in their trenches and bunkers. Also at the field was a lumbering twin-engine C-47 that was nothing more than a flying radio-monitoring station with the code name Mosquito Shirley. Its mission: To cross the 155-mile width of the Korean peninsula south of the U.S. 8th Army lines, flying back and forth between both coasts. Aboard were 5th Air Force personnel who monitored each of the Able, Baker, Charlie and Dog channels used by friendly pilots. Tape recorders also monitored the MIG frequencies. I accepted an invitation to fly the five-hour mission.

Only then did I discover how alone a Sabrejet pilot in combat really was, how much he depended upon his wingman

for protection and how well-oiled maneuvers based upon long hours of teamwork practice gave the 5th Air Force the decisive edge over the enemy. I also heard Russians in action; this was the reason for my "final question" to Gen. Anderson.

Switching from friendly to enemy channels, I caught a "bounce" -- Sabrejets from the 4th Fighter Wing tangling with MIG's. Radio silence was suddenly broken when one pilot shouted "Frank . . . bandits at 11 . . . high!" I'll never forget what followed.

"On your tail, Carey . . . break right . . . coming in," one of the Sabre pilots warned another.

"Bandit on my back," another American roared without the slightest trace of panic in his voice, ". . . somebody get the bastard off!"

"I've got 'em in my sights, Frank, steady . . ." another voice broke in. "Now, break left and dive. I got 'em, I got 'em!"

This was the U.S. Air Force in action. Training was reflected in well-coordinated teamwork as men and planes moved with football play precision, exchanging instructions and executing tricky maneuvers they had practiced during long months of training. There was no place in "MIG Alley" for the lone wolf; he would have quickly become a dead one.

Switching over to the enemy band I soon heard the evidence behind the rumors: Russians were battling Americans. Barely containing my excitement, I rapidly scratched on paper what I could just make out through the static and poor radio reception. I got it! So did the intelligence officer aboard when he glanced in my direction; it suddenly dawned on him that I understood Russian and could translate what is still an official secret.

"Gorit . . . Upast . . . Vyrasyvavus," came the first cryptic message from a frightened Russian. He radioed that he was on fire, going down and about to bail out. A second and then a third voice broke in. Other voices chattered in Russian, one inflected with a Ural accent and the other with a husky Ukraine accent.

There was no mistaking the plea for help. One Russian sobbed, "*Sabrazamnoj* . . .," and I visualized the F-86 riding his tail. Minutes later it was all over. "*Obratno!*" came the Soviet flight leader's terse order instructing his flight to return to base. He knew the Sabrejets wouldn't follow; American pilots had electronic equipment aboard their F-86's to warn them when they were about to crash through the radar "big fence" and into enemy territory.

The tally that morning: Two MIG's destroyed, one probable and four damaged. The story which wouldn't pass censorship: Russians were flying MIG's in combat. The lesson I learned: American planes and pilots were far better than anything the Russians could build and fly.

In terms of history, a strange aerial war was won by the U.S. Air Force. As Gen. Anderson remarked to me in Seoul, "If the enemy isn't any better than at the end of the war, there's nothing to worry about. I'll stack up our better-trained, though inexperienced, combat pilots against anything the enemy had at the end of the war and we will still come out on top!"

This is the war that Russia lost to the United States. And the belief that "we will still come out on top," if the Kremlin ever attempts to pull off another war, is one of the strongest weapons in the U.S. Air Force arsenal today.

THE END



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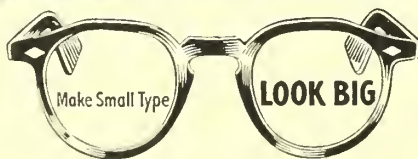
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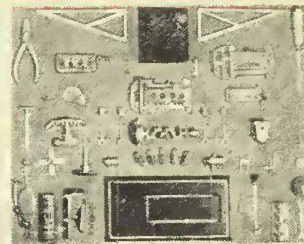
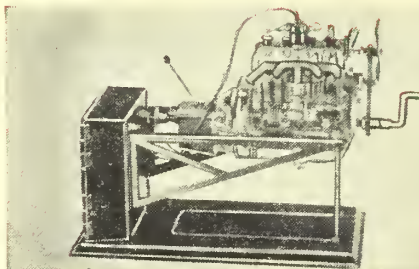


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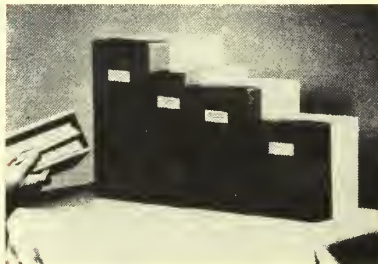
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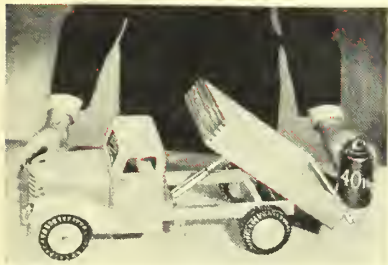
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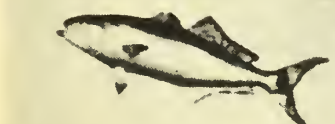
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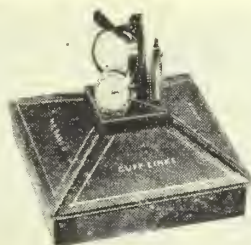
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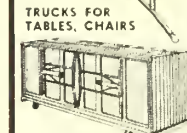
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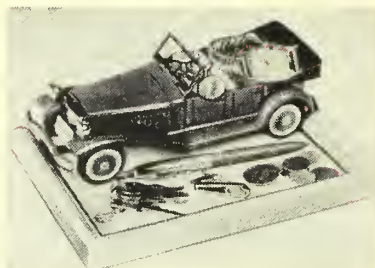
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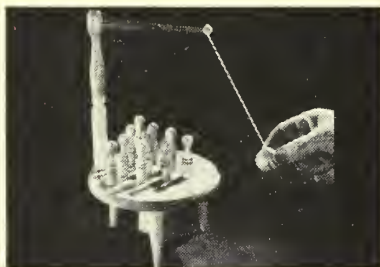
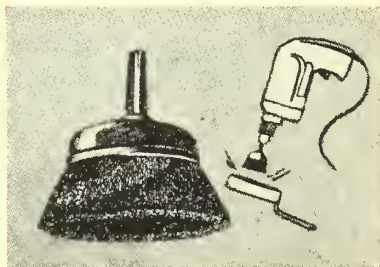


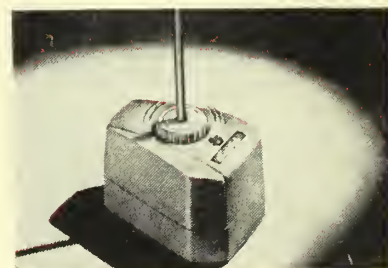
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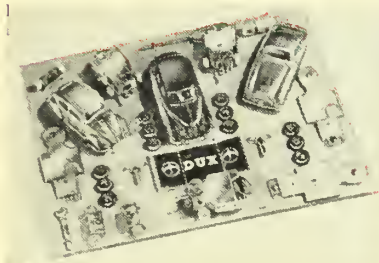


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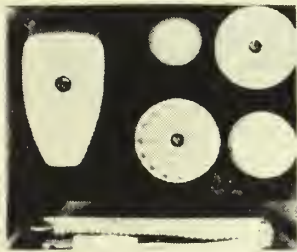


LIFETIME SOCIAL SECURITY CARD is made from water-thin solid aluminum. Wallet sized (3½" x 2'), it's engraved with social security number and full name of holder. Gives permanent identification. Print name and number. \$1 ppd. Mother Hubbard, Dept. AL-169, 95 South St., Boston 11, Mass.

Shopping



SCALE MODEL CAR KIT has necessary parts, tools and instructions to assemble detailed models of Mercedes, BMW and Volkswagen. Cars have precision steering, rubber tires, shocks etc., scoot along at 15 mph. Made in W. Germany, kit's \$7.95 ppd. Davis Model, Dept. AL, 509 East 80th, N.Y. 21.



SMALL ELECTRIC MASSAGER is light and portable, will fit purse or pocket. Has four attachments for spot massage in conjunction with reducing program, facial and body massage, hair and scalp treatment. \$5.48 ppd. Imperial Sales, Dept. AL-11, 480 Lexington Ave., N.Y. 17.



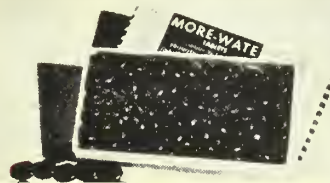
FLORENTINE CHESS SET has molded figures, each engraved and similar to the first sets introduced in Europe 1000 years ago. Figures are 1 1/2" tall. Complete with 8" square board and instruction book, \$1 ppd. Spencer Gifts, 602 Spencer Bldg., Atlantic City, N.J.



COMFORT PILLOW—Next time you're tired or tense, use this specially-designed pillow and you'll find that relaxing with it in the tub will make you feel really refreshed. Adheres by suction to tub. In gold, blue, pink or turquoise. \$2.25 ppd. Better Sleep Co., Dept. AL-11, New Providence, N. J.



NO FISH STORY—This cast aluminum holder finished in dull black is a good way to keep fishing rods safely stored when not in use. Fish hooks won't damage guides and buffed-aluminum raised letters spell out "Have rod, will fish." \$1.98 ppd. Medford Products, Dept. AL, Box 39, Bethpage, N.Y.



GAIN WEIGHT with fast-acting tablets. Combines 4 aids to gaining, according to folks who handle these tablets. They tell us it helps your food add new pounds to arms, chest, hips, thighs and legs. A 1-month's supply is just \$3 ppd. More-Wate Co., Dept. AL-11, 403 Market St., Newark, N.J.



MORE BRILLIANT than DIAMONDS says Reader's Digest, Sat/EvenPost about this new, man-made jewel Titania! For settings of your choice only \$12 per carat; a 1-ct man's box 14K ring is only \$32; m'lady's 1-ct fish-tail a mere \$25. Also Linde Star (syn) Rubies; Chatham Cultured Emeralds. All prices plus 10% tax. Handy ring size chart and colorful brochure FREE, on request.

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511 EAST 12 STREET • NEW YORK 9, N. Y.



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genuinely emblazoned from old records filed under 100,000 British & European surnames. In relief and full colour on immaculate 12" x 14" OAK WALL SHIELDS for interior decoration.

*Fine new large size!
De luxe presentation
by Hunter & Smollpage.*

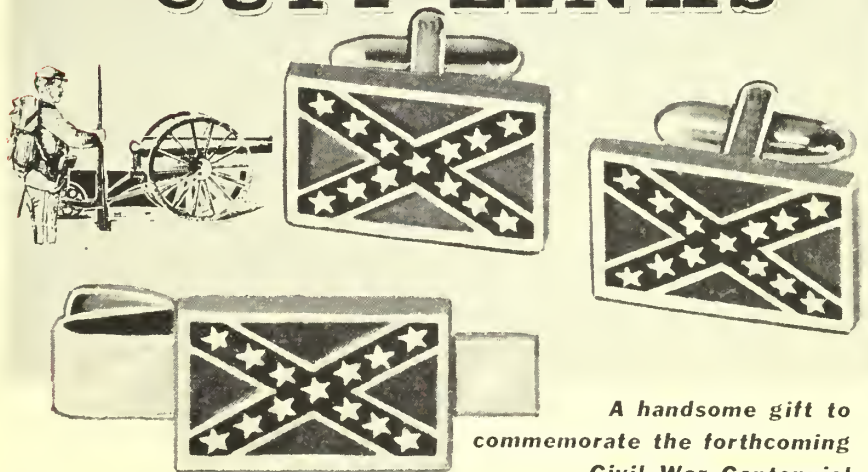
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HAVE A PRODUCT TO SELL?

You'll sell more of 'em, and faster in The American Legion Shopper than in any other magazine. So if you want to boost sales, write The American Legion Shopper, 305 Madison Ave., New York 17 for a rate card and full information. Do it now.

CONFEDERATE CUFF LINKS



*A handsome gift to
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Colorful flag on this striking new cuff links and tie bar set is the justly renowned Confederate Battle Flag adopted in September 1861 because the original flag could hardly be distinguished from the Stars and Stripes at the First Battle of Manassas. It's beautifully reproduced on this set in bright red, white and blue enamel, and comes in a hard-cover, lined gift case. You don't have to be from the South to appreciate it. An unusual, handsome new gift.

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Enclosed is \$..... Send me:

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(Add 35c postage per set)

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One of the best-liked features of the
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DO YOU HAVE THE PROTECTION YOU NEED? To safeguard yourself and your family from the possibility of financial disaster, chances are you need additional protection. But you want to choose coverage that is built to meet *your* needs, that fits your budget and gives you this needed protection at the lowest possible cost.

FREE BOOK HAS THE ANSWERS FOR YOU. That's why we invite you to mail the handy reply card for your **FREE** copy of the book, "How You Can Save Money on Your Health Insurance." This helpful book answers your questions about health insurance so you can decide on the kinds of protection you and your family should have. For example, you may wonder if you have *enough* coverage. You may want to know about *Income Protection*. Or perhaps you're confused about *Major Medical Insurance*, a type of plan you hear so much about today. The book clearly explains all the different types of policies available . . . including *Hospitalization*, *Medical Surgical*, *Major Medical*, *Income Protection*, *Extra Money*, and others.

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and enjoy the protection
you need to meet today's
HIGH MEDICAL COSTS



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combination of
policies can
provide the
coverage you
need at
lowest cost.

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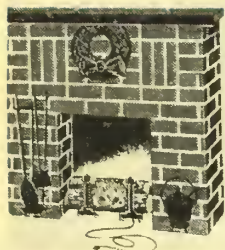
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BANKERS LIFE AND CASUALTY CO., offering policies of the **WHITE CROSS PLAN**

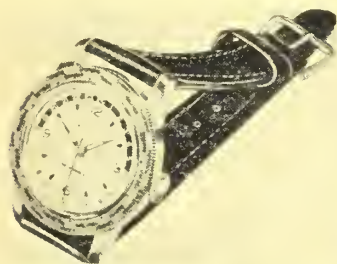
An Old-Line Legal Reserve Stock Company • HOME OFFICE: CHICAGO 30, ILLINOIS



Christmas Shopping



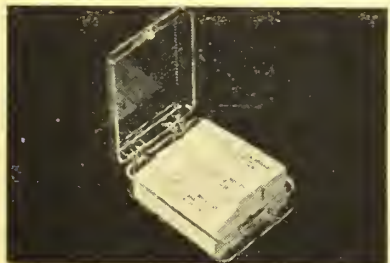
ELECTRIC FIREPLACE. Logs flicker and glow. Brick finish, holly wreath, simulated andirons, logs. Over 4 ft. tall of kraft-board. Cord, flicker attachment. Order #1002-S, \$3.98. Brased card tree, #4809, \$1.50. Add 25¢ postage. No C.O.D.s. Bancroft's, 2170 S. Canalport, Dept. AL-123, Chicago 8, Ill.



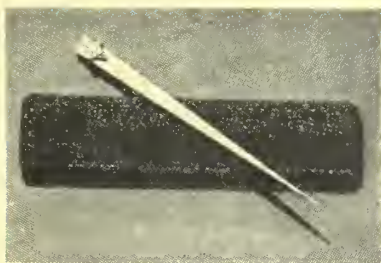
GLOBAL WRISTWATCH gives not only local time, but tells what time it is in London, Tokyo, Paris—anyplace in the world! Remarkable jeweled anti-magnetic Swiss watch has 12 and 24 hour time system; sweep second; luminous face; leather strap. \$12.95. Park Galleries, AB, 103 Park Ave., N.Y. 17.



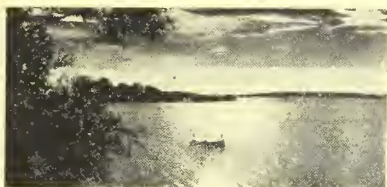
CUCKOO CLOCK is an excellent timekeeper made in Germany's Black Forest. Complete with weight and pendulum, and handcarved and finished in antique walnut, it cuckoos every 15 minutes. Regular model, \$3.95; deluxe model, \$5 ppd. Best Values, Dept. AL-11, 403 Market St., Newark, N.J.



NAME AND ADDRESS LABELS are handy to have around, and are perfect for such as letters, cards, packages, checks, etc. Print your name and address carefully and send it into these people and they'll print you 1000 gummed labels packed in a plastic box, \$1 ppd. Tower Press, Box 591, AL, Lynn, Mass.



DIAMOND TOOTHPICK—For the man who has almost everything, this solid 14K-gold toothpick should really make Christmas complete. Studded with a genuine full-cut diamond, it comes in a black morocco leather case. 2 1/4" long. \$15 ppd. Empire, Dept. AL-11, 140 Marbledale, Tuckahoe, N.Y.



RAINBOW LAKES 1/4-acre homesites in Florida, lovely homes, paved roads under construction. Private lake and country club, beaches, fishing etc. Between Ocala and Dunnellon, \$595 complete. \$10 down, \$10 a month. Free photos, booklet. Rainbow Lakes Estates, Dept. CA-1, 819 Silver Springs, Ocala, Fla.



RAZOR BLADES which will fit all razors can be bought from these people at excellent savings. All blades are hollow ground steel. 100 double edge blades are \$1.50 ppd. Single edge blades are 80 for \$1.50 ppd. Injector blades are 63 for \$1.25 ppd. Barclay, Dept. AL-11, Box 45, Forest Hills 75, N.Y.

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Worth \$1—But Yours

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SEND for this valuable packet of odd and curious coins, paper money—an exciting introduction to fast growing hobby! You'll find coins from Formosa (Free China—our ally), Belgium, neighboring Mexico, far-off Pakistan, etc. Actual value at least \$1—but yours Free on this special offer!

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See how much fun others have collecting strange money—Money over 1500 years old—Gambling coins from old Siam—Tokens used for barter before Christ—other exciting curios. All listed with other valuable offers for inspection. Get FREE packet of coins and money—plus \$100,000 Confederate Money bonus—by sending coupon NOW to: LITTLETON COIN CO., Dept. AL-11, Littleton, N. H.

ALSO FREE!



**\$100,000 in
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These lots-of-fun
facsimiles are yours
for promptness while
the supply lasts.

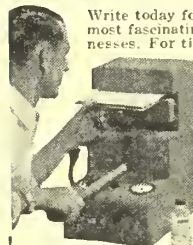
LITTLETON COIN CO., Dept. AL-11
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Rush FREE packet of "Curious Coins and Currency" plus \$100,000 in Confederate "money." I enclose 10¢ to help cover shipping. Also send lists of rare coins available and other offers for inspection. No obligation to buy.

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Write today for free facts about the newest and most fascinating of all new home operated businesses. For the first time, a simplified machine brings the fabulous profits of Plastic Sealing and Plastic Laminating within the reach of the small operator. Anyone can learn to operate it with a few minutes practice. Then—with our MAGIC MAIL PLAN—can get mail orders pouring in daily with cash in every envelope.

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Fill orders at home in spare time to start. Then expand to full time business. We even supply circulars to bring back cash and orders. Rush name for all the facts you need to start. A postcard will do. No charge.

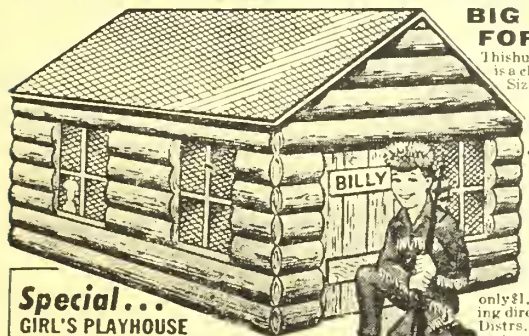
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1512 Jarvis, Dept. L-8-M, Chicago 26, Illinois

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**BIG ENOUGH
FOR 2 KIDS!**

This huge, western-style cabin is a child's dream come true. Size Approx. 3 ft. high—9 square ft., 23 cubic ft. inside. Endless hours of play fun. Big enough for 2 kids to "Live" in this cabin of their very own. Constructed of specially treated, safe, genuine DuPont Polyethylene. Waterproof, use indoors or outdoors. No tools needed. Nothing to assemble. Sets up in a jiffy, folds compactly for easy storage. Walls and door are realistically imprinted in authentic brown split-log design. Peaked roof is in contrasting color. In youngster's imagination it quickly becomes a RANCH HOUSE... FARMHOUSE... PLAYHOUSE or a LIFE-SIZE DOLL HOUSE FOR GIRLS. A Bunkhouse—Jailhouse—Sheriff's Office—Secret Clubhouse for Boys! This King-size cabin is our greatest bargain in years. A comparable \$25.95 value now only \$11.00. This sale price is made possible by your buying directly from factory. We are the largest Mfrs. and Distrib. of playhouses in the U.S. Over 250,000 satisfied customers. They make wonderful gifts. Buy several.



**Special...
GIRL'S PLAYHOUSE
NOW AVAILABLE!**

Same size, shape and price as cabin. Imprinted; brick walls, French windows, folded wood-slat shutters, flowers, shrubs, sloping roof, large door, etc.

FREE—Large 12" x 8" Name Plate fits on door. House can be personalized with child's name.

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Orders Shipped Within 24 Hours!

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10c centers 15c centers 2 for 25c

CIGAR SMOKERS **00**
\$2.38 WORTH OF OUR \$
BEST SMOKES **FOR 20 FULL SIZED CIGARS P.P.**

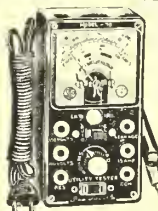
THIS IS A SPECIAL INTRODUCTORY OFFER! It's our way for you to get acquainted with our big money saving cigar offers. You get \$2.38 worth of our best smokes for \$1.00. These cigars are mild and highest quality selected tobaccos. One of these delightful smokes will surely be to your liking. These 4 handy packs include five regular 2 for 25c Havana blend, five 15c and ten 10c cigars. You get a total of 20 cigars for just \$1.00. Try them and be convinced that here is top smoking pleasure combined at low discount price. You even save state taxes.

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MODEL CAR SET has 40 perfectly sealed models of foreign and American cars in full color. Cars are unbreakable; no assembly necessary. Each car is marked clearly with its own name. This set is loads of fun for any child. Comes for \$1.25 ppd. from Sports Cars, Dept. AL, 11 East 47th, N.Y. 17.



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Christmas



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100 SHAVES from every blade say the people who sell this sharpener. Just insert the blade, pull the cord once or twice, and 32 honing surfaces sharpen the blade so that you can get many shaves from a blade instead of 2. \$2.29 ppd. Damar's, 705 Damar Bldg., Elizabeth, N. J.



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NEW COMFORT for reducible inguinal hernia, support requires no fitting. Adjusted in seconds, contains no steel or leather, is washable. For men, women, children. \$4.95 ppd. single, \$5.95 double. Piper Brace, AL-60, 811 Wyandotte St., Kansas City 5, Mo. Give measurement around lowest part of abdomen.

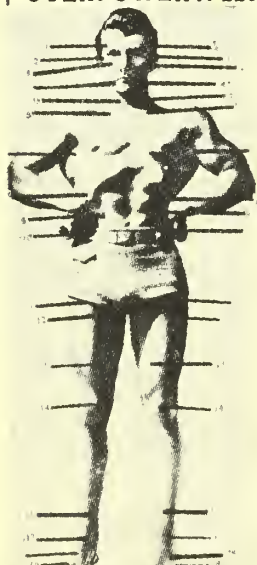


TURN YOUR HANDS, FINGERS, ELBOWS & FEET INTO SUPER WEAPONS!



WITH EASY TO LEARN KARATE QUICKER, BETTER THAN JUDO!

FEAR NO ONE! WITH KARATE A 98 POUND WEAKLING CAN EASILY OVERPOWER A 220 LB. HE-MAN IN SECONDS WITH HIS BARE HANDS!



Devised by the ancient Japanese Professionals Karate is the self-defense Hand to Hand combat system that is faster, more effective than Judo. Karate has been used in Japan for hundreds of years! Karate was published with action packed photos teaching you how to handle gun and knife attacks, street fighters and muggers. You will learn just where the Karate striking points and positions are. You will learn the best defense against annoying attacks and serious attacks. Karate was used by the hand picked guards of the Japanese Emperor. Yet men and women find it is easier to learn than Judo. Until recently Karate Technique was kept secret and originally used only for the Emperor's guards. In this very well illustrated book you are taught by one of the outstanding authors on Karate Technique and everything is simplified, explained and shown so that you can more easily master the art. The anatomical charts show the pressure points for fatal, serious and mild blows. You'll see how easy it is to render your opponent completely helpless. You'll never know how confident you will feel even among men much bigger than you are until you learn Karate. With this book you will fear no man. You will turn your feet, your elbows, fingers and your hands into such super weapons that it will amaze you and your friends. Learn Karate self defense now! You never know when you need it! It's for men and women.

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After receiving this Karate Technique Book look it over, it must do everything this advertisement promises, it must raise your confidence in your ability. Physically, it much teach you more about self defense than you ever knew before or you get your money back! Don't delay order now on this money back guarantee. Mail coupon now!

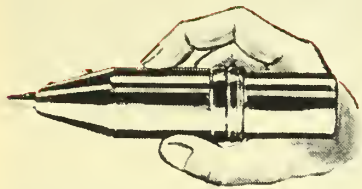
Best Values Co., Dept. W212
403 Market St., Newark, New Jersey

- ☐ Rush my copy of Karate Technique. I enclose \$2.98. Send book Postage Pre-Paid. My money will be refunded if not satisfied.
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NAME CITY STATE

Karate teaches you the pressure points, etc., of your opponent so that you can render him absolutely helpless in seconds.

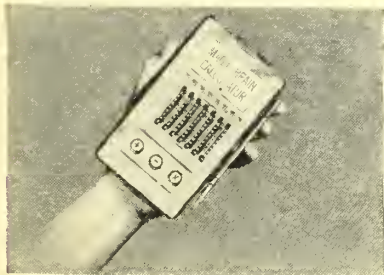
Shopping



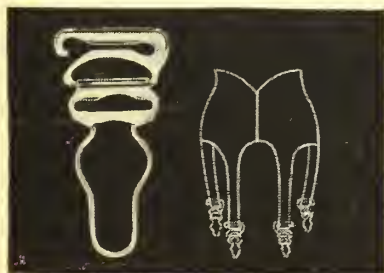
ELECTRIC ERASER works on flashlight battery, whisks away pencil, ink or typing errors without making holes in the paper. Fine for accountants, artists, secretaries, students etc. Comes with 4 erasers and 2 brushes. \$1.95 ppd, Greenland Studios, Dept. AL, 3735 NW 67th St., Miami 47, Fla.



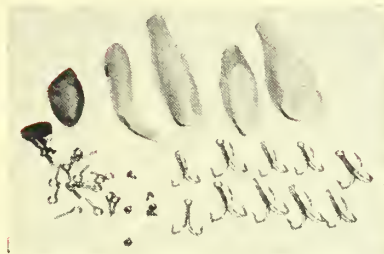
INITIALS on these beautifully made cuff links and tie bar are a great ice-breaker. Salesmen, in particular, will find them useful. Initials stand for—"You can't do business sitting on . . ." You should be able to finish it. Silver or gold finish. Set, \$3.95 ppd. Park Galleries, Dept. AL-9, 103 Park Ave., N.Y. 17.



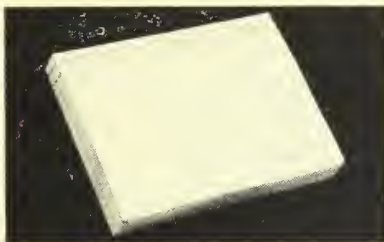
MAGIC BRAIN CALCULATOR adding machine does all your math problems with ease. Adds, subtracts, multiplies to 99,999,999. Balances check books, adds grocery tapes, etc. Simple to use; all steel mechanism. \$1 ppd. Sunset House, 282 Sunset Bldg., Beverly Hills, Calif.



AN UNUSUAL PRESENT — golden garters which are really that. Gold-plated hook-on garters come in a styrene case together with a special presentation card. Give these to your favorite gal for Xmas. Set, \$1 ppd. Clover Products, Dept. AL-11, Box 39, Bethpage, N.Y.



FISHERMEN will find this new kit a handy addition to their gear. It's a do-it-yourself plug kit which contains wooden and plastic plug bodies, hooks and other hardware. With it, you can create a variety of plugs. Big free catalog comes with it. 99¢ ppd. Conrad, Dept. L-17, Box 989, Minneapolis, Minn.

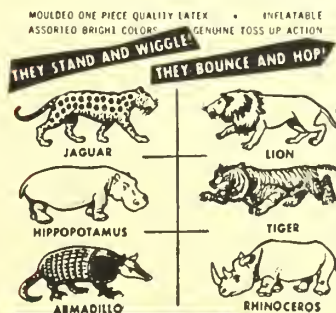


PERSONAL MEMO PAD has 200 sheets of crisp white bond paper, size 4 1/4" x 5 1/2", with your name and address at the top. Bound in handy pad form, it's wonderful for short notes, memos, orders etc. Just \$1.25 ppd. per pad of 200 sheets. 5 pads (any name or names), \$5 ppd. Memo Pad, Box 591-A, Lynn, Mass.



GIANT ILLUMINATED CANDLES stand 48". flood the inside or outside of your home with bright holiday cheer! Made of rugged red and white candy-striped plastic that can take the weather. Comes complete with bulbs, metal base. \$5.98 ppd. Bancroft's, Dept. AL, 2170 So. Canalport Chicago 8 Ill.

giant inflatable toys of weird and ferocious animals from the far corners of the earth
they stand from 15" to ALMOST 3 FEET TALL



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Twist Into A Thousand Shapes!
GIRAFFES-DACHSHUNDS - Pets of All Kinds
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Add 25¢ Postage and Handling

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Almost 5 feet long when inflated. Balloons this size usually sell up to 25¢ each.
Send only \$1 now. Plus 25¢ postage and handling for 200 in a variety of gay colors! Supply limited at this low price, so order several sets NOW for **GUARANTEED PROMPT DELIVERY. MONEY BACK GUARANTEE. FREE Complete Instructions.**

BALLOONS UNLIMITED, Dept. BU-96-J
P. O. BOX 264, FARMINGDALE, L. I., N. Y.

FEATHER-LIGHT STRETCH BOOTS



1255 So. Wabash Ave. — Dept. 201 — Chicago 5, Ill.

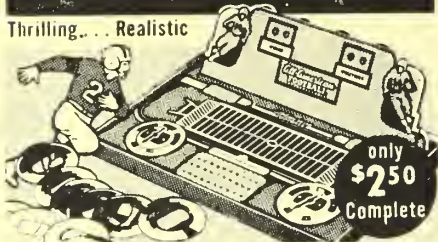
7 KING-SIZE ANIMAL TOYS \$1.00
PLUS 25¢ POSTAGE & HANDLING CHARGES

Thrill the kids with this colossal menagerie of balloon-like animal toys! Hours of delightful fun — indoors and outdoors — as your little "big-game hunter" commands these beasts. Toss them around, they'll bounce and pounce in every direction. The slightest breeze animates them. Keep a supply on hand for gifts, parties, etc. Only \$1.00 plus 25¢ postage & handling charges per set. Money back guarantee! Terrific value!



All-American FOOTBALL

Thrilling... Realistic



For family fun—here is a wonderful way to teach your favorite boy the real "inside of football"—and provide fun, thrills, excitement, too. This famous CADACO-ELLIS game is based on latest football records. Easy-to-play Colormatic Discs duplicate actual football situations. Offense battles Defense in realistic play. Any boy can quarterback his own team, fight for victory just like an All-American! Game includes Football Field, Football, Yard Markers, Scoreboards, complete set of latest Offense and Defense Discs—(and your gift card) all in handsome box. Send only \$2.50. Game will be delivered post-paid (Continental U.S.A. only)—before Xmas. But order NOW. Satisfaction fully guaranteed or money refunded. Order from Dept. AL, MR. FUN, P.O. Box 3403, Chicago 54, Ill.

Less than
24 LARGE NEW TOWELS 5¢ EA.

Unwoven Cotton and Rayon

That's right! Two dozen large soft fluffy white towels for only \$1.00 (plus 10¢ for extra postage & handling). Think of it—LARGE SIZE towels for less than a nickel apiece! Terrific value you've got to see to believe. We had to buy more than a hundred thousand to get this special low price. Now we're passing this savings on to you, our customers. All orders on a FIRST COME, FIRST SERVED basis, so be sure and order all you'll need—you'll sure use all you'll buy and you'll never get a buy like this again. Thank you, ORDER NOW! MONEY BACK GUARANTEE.

MURRAY HILL HOUSE

Dept. T-96-A, P.O. Box 251, Bethpage, L. I., N.Y.



Snooty 'Name Plaques' \$1

Snooty Plaques are the unique *personalized* gift for those who take pride in their possessions! 3"x1" Plaques are shiny, jewel-like nickel...deeply etched and official looking. Self-adhesive backs attach to any surface...just press them on, that's all. Easily removed when desired. Six different Plaques available: Car, Boat, Home, Truck, Hi-Fi, and "Custom Made". *Guaranteed to please! Specify names and Plaques desired.* Only \$1 each, postage paid. Order SNOOTY PLAQUES from **Sunset House**, 279 Sunset Building, Beverly Hills, California.

DON'T PULL HAIR FROM NOSE

May Cause Fatal Infection

Use the **KLIPETTE** Rotating Scissors

REG. U.S. PAT. OFF.

You can cause serious infection by pulling hair from nose. Ordinary scissors are also dangerous and impracticable. No better way to remove hair from nose and ears than with KLIPETTE. Smooth gentle, safe, efficient. Rounded points can't cut or prick skin.

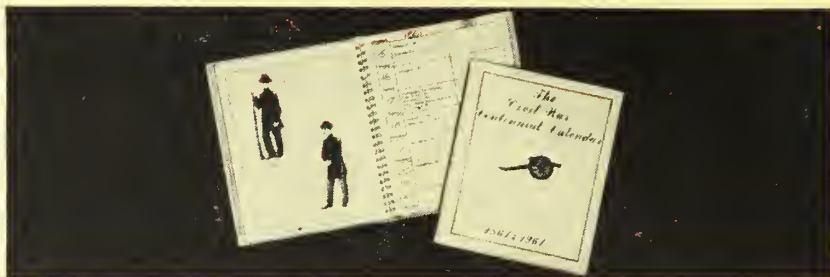
Guaranteed to Satisfy or Money Back

HOLLIS CO. • 1133 Broadway, New York 10, N.Y. • Dept. G-12
Enclosed is \$1.00 for KLIPETTE. If I am not entirely satisfied, I may return it within 10 days for refund.

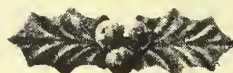
Name.....Address.....

THE AMERICAN
LEGION SHOPPER
GOES.....

Christmas



1861-1961 CIVIL WAR CENTENNIAL CALENDAR has two columns on every page, one listing events that happened in 1861, the other blank for your own daily use. It is chock full of information: statistics, quotations, illustrations, battle maps, posters of the period etc. Every battle, engagement and skirmish is noted. For anyone who wants to keep up with the Civil War during the Centennial next year, this is a nice way to do it. This is the only calendar of its kind published today. A fine gift for anyone, and nice for \$2 ppd. 5 for \$8.95 ppd. Civil War Press, Dept. AL-11, 380 Lexington Ave., N. Y. 17



HOLIDAY BOW TIES add a nice touch to Christmas parties at office, home or club. Ties have clips on backs which snap on shirt collar quickly. Different and inexpensive. Two styles, Santa and Berry (specify). Each, \$1 ppd. Greenland Studio, Dept. AL-11, 3735 N. W. 67th St., Miami 47, Fla.

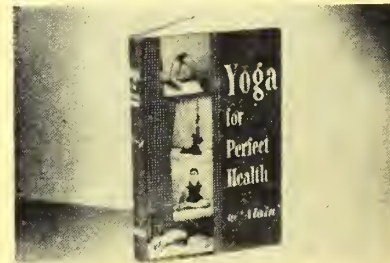
RUGGED POLYETHYLENE SHOVEL folds in half for storage in car, truck, garage, anywhere. Lightweight, it's fine for shoveling snow, sand, gardening. Rust-proof and unbreakable, it's 41" tall, weighs 3¼ lbs. \$3.98 ppd. Spencer Gifts, 602 Spencer Bldg., Atlantic City, N. J.

REALLY POWERFUL!



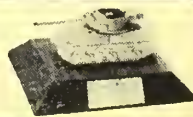
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BINOCULARS
WITH
LEATHER CASE
NOW ONLY
\$6.95

Brings distant objects before your eyes—clear, sharp! ACHROMATIC LENSES. Full power without distortion. Superior light transmission permits clear viewing. Center-Focusing and light weight assure easy use. Rugged construction (with handsome pebble grain). Ideal glasses for all outdoor use—hunting, boating, races, sporting events. Complete with genuine leather case and carrying strap. Send check or money order NOW! Only \$6.95 B-B SALES CO., DEPT. B-2, 56 W. 45 ST., N. Y. 36



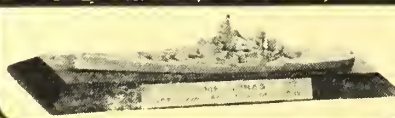
SECRETS OF YOGA are all contained in this book which covers the ways Yoga followers strengthen their muscles, shorten their nerves and otherwise keep in good health. This book shows breathing exercises, postures, etc. \$2.98 ppd. Curtis Co., Book Dept. AL-11, 1 Park Ave., N. Y. 16.

SERVICE SOUVENIR



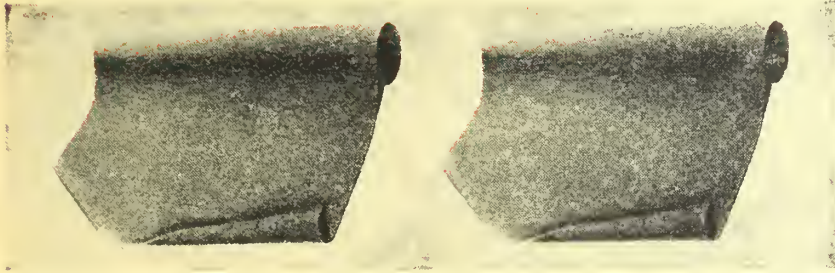
Your ship or armored vehicle in exquisite detail, from government prints. Natural Wood base... your name and service dates engraved on brass plate. Send 35 cents for catalog listing 400 ships and 100 armored vehicles of eight nations.

AUTHENTICAST, LTD.
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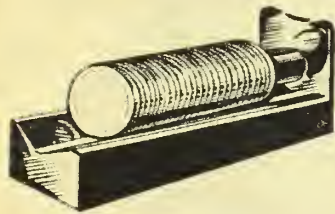


110 PIECE LOG CABIN SET is realistically molded of washable, non-toxic plastic... no splinters, no breakage. Logs interlock, have a lot of real play value for children. Several sets will let them build a small village. \$2 ppd. Spencer Gifts, 602 Spencer Bldg., Atlantic City, N.J.

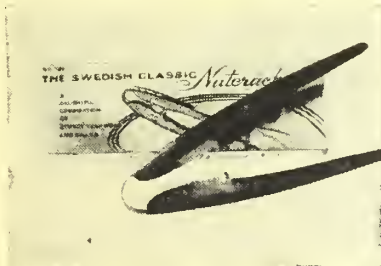
Shopping



CARPETING YOUR HOME is a major expense, so before you do it write for the new Olson rug and carpet book and see how you can save money by buying direct from the factory. The pile on both sides of Olson's famous reversible rugs is woven of imported new carpet wools plus the best of wools expertly reclaimed from material sent in by customers. Added to this is special carpet rayon for color, brilliance, and rugged carpet flax for extra durability. Satisfaction guaranteed or your money refunded. Write for free book and free gift coupon, Olson Rug Co., Dept. AL-10, Chicago 41, Ill.



COIN COUNTER counts and wraps pennies, nickels, dimes and quarters practically automatically, ends fuss, fumbling and possible errors of slow, old-fashioned, manual way of counting coins. Quick and easy. \$1.20 ppd. Thoresen, Dept. AL-789, 585 Water St., N.Y. 2.



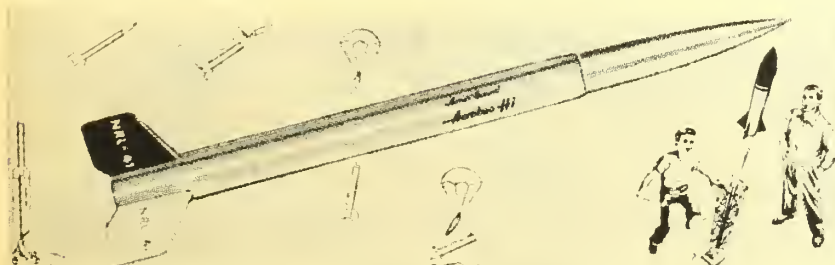
MODERN NUTCRACKER is made by the fine craftsmen of Sweden. Teakwood handles are hand-rubbed, and tempered steel parts are brass-finished. 9" long, it comes in a golden gift box for \$1.75 ppd. from Medford Products, Dept. AL-11, Box 39, Bethpage, N. Y.



KEY CASE AND MONEY CASE are each simulated leather, measure 3" x 2 1/4". Key case holds keys and identification card. Money case has plastic coin container, clip for bills, 2 or 3 initials gold stamped. Black or red leatherette. Each, \$1.50 ppd. Harrison Prod., Dept. AL-11, Box 201, Bethpage, N.Y.



NORTHEL REACTIVATOR solves suburban dweller's problem of keeping cesspools and septic tanks clean. Bacterial concentrate breaks up solids and grease. Just mix in water, flush down toilet. 6 months supply. \$2.95 ppd. Northel Dist., AL-11, Box 1103, Minneapolis 40, Minn.



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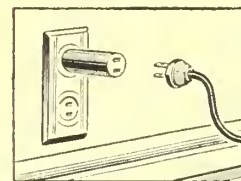
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AT BARGAIN PRICE**

BLADE TILTS — TABLE STAYS LEVEL
Heavy duty all cast iron and steel construction. Precision ground cast iron table. Price includes massive cast mitre gauge and patented motor drive that fits any motor. Does everything same as saws costing 5 times as much—cross cuts, rips, bevels, mitres, dados, cuts compound angles. Adjustable depth of cut; 0" to 2 1/4". **SPECIAL BARGAIN**—No dealers involved. You buy direct from factory. Brand new—sent to you in factory sealed cartons. Advanced production techniques—exclusive patents—and your enthusiastic reception in putting 480,000 in use makes this surprising low price possible. **FAMOUS MONEY BACK GUARANTEE**—Try this famous saw 10 days. If not completely delighted — **FOR ANY REASON**—return for immediate refund. **SENT EXPRESS COLLECT**—Send check or M.O. \$2.00 deposits on C.O.D.'s. We reserve right to refund money if stock is exhausted. Avoid disappointment. Order right now!

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Simple plug-in condenser filters noisy electric line interference at source.

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Holds his pipe while he drives

Adjusts to any pipe, any drying angle. Powerful magnet holds firmly to dashboard.

Suede-lined to protect pipe. Satisfaction guaranteed!

Suede finish: \$2. Polished chrome: \$3.95 postpaid.

Add 25c ea. for airmail.



**SAFE! HANDY!
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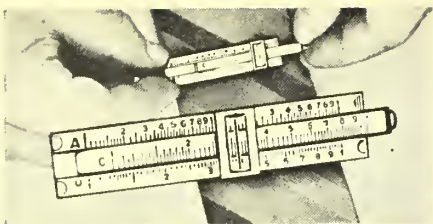
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MOROCCO LEATHER WALLET makes an excellent Xmas. present. Made of high quality Top Grain Leather. Has dual pockets, one with hidden zipper. Also, has removable pass case for 32 photos and passes. In blk. or brn. Satisfaction guaranteed. \$3.85 ppd., 10% fed. excise tax included. **Praktikal Products, Box 132, Bogota, N.J.**



REAL SLIDE-RULE TIE BAR-\$1⁶⁵

It really works! A perfect miniature of the real thing... right down to the last calibration! Engineers, science students, mathematicians, architects — just about any male will go mad over this. It's efficient, too — keeps his tie neatly anchored to his shirt. All metal face has clear etched markings and magnifier slide. *Guaranteed to please!* Sterling Silver SLIDE-RULE TIE BAR only \$4.40, postage paid. Available in 24K Gold Plate for only \$1.65 Fed. tax included. Order from **Sunset House, 280 Sunset Building, Beverly Hills, California.**

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Fear no man—protect yourself against sudden attacks with the unbeatable combination—JUDO & KARATE! No matter how small, how light, you can overpower the biggest man in seconds—turn your hands, fingers, feet into swift weapons to word off strongholds, knifing, etc. In minutes you'll begin mastering over 50 deadly grips, paralyzing nerve centers, blows, jobs, pressures, tricks, pulls. 100 page JUDO & KARATE book-course shows how with over 100 step-by-step pictures. It's easy! Send \$1 today—satisfaction guaranteed.

DAMAR'S, 69-L Damar Bldg., Elizabeth, N. J.

"SWINGINGEST" WAY TO SAVE! JUKE BOX BANK

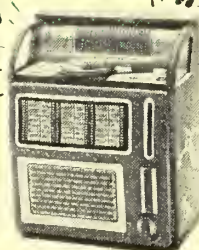
ACTUALLY PLAYS REAL MUSIC

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- Takes Pennies, Nickels, Dimes and Quarters
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- All-Metal Construction — Built to Last

Who said saving money is no fun? Now, with this amazing new JUKE BOX BANK, you'll save every coin you can get your hands on. Your friends and relatives will add to your savings, too. Because *everyone* wants to hear this tiny juke box play over and over again. It's just like a full-size juke box in every detail. You just drop in any size coin, from a penny up to a quarter. Instantly, a tiny record starts to spin... and out comes the music. What's more, it's completely mechanical... requires no batteries or electricity. Built of sturdy metal to last for years. Order your JUKE BOX BANK today... only \$1.98, send check, cash or money order, we pay postage. Satisfaction guaranteed or money back.

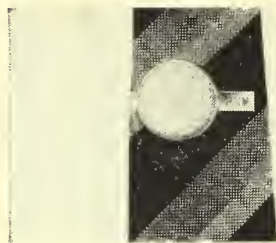
MEDFORD PRODUCTS, Dept. AL-11, P. O. Box 39, Bethpage, N. Y.

All for
only
\$1⁹⁸
ppd.



THE AMERICAN LEGION SHOPPER GOES...

Christmas



"LUCKY-BUCK" tie bar is made up from a real silver dollar. Wear one and you'll never be broke. Engraved with 2 or 3 initials (specify), tie bar in sterling is \$4.95 ppd. In rhodium, tie bar is \$2.95 ppd. Medford Products, Dept. AL-11, Box 39, Bethpage, N. Y.



CIVIL WAR FIGURINES of the Blue and Grey come alive in this new centennial set. Detailed and hand-painted, each 6" china figurine is authentic in uniform, stands on its own base. A fine way to commemorate the centennial. Set of 4, \$7.95 ppd. Greenland Studios, Dept. AL-9, 3735 N.W. 67 St., Miami 47, Fla.



CHILD'S FIRST CHEMISTRY SET—Now your junior chemists can conduct safe scientific experiments with this new set which includes 5 chemicals, 7 test tubes, instruction booklet. Non-toxic and non-explosive. \$1.25 ppd. Spencer Gifts, 602 Spencer Bldg., Atlantic City, N. J.



GUN CIGARET CASE and lighter is a scale model of a Browning automatic. Pull the trigger, and top opens for cigarettes. Pull it again, and you have a light. Pretty nifty little gadget. Black plastic case. German import. Good value for \$2.95 ppd. B. Rowland, Dept. AL-11, 165 East 35th St., N.Y. 16.



THORESEN WEATHER METER has 3 instruments mounted on a handsome wall plaque — a thermometer, humidity indicator and inclinometer. Handsomely finished in gold and mahogany colors, plaque is a foot high, will dress up any wall. \$2.20 ppd. Thoresen, Dept. AL-353, 585 Water, N.Y. 2.

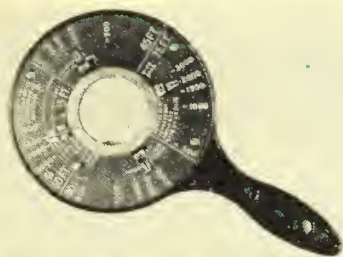


"PERFUME NIPS" to keep your favorite girl happy, is a selection of 24 bottles of famous perfumes — Letherie, Charbert, Angelique — each with just enough for individual use. Packet of 24, \$1.10 ppd. Perfume Importers, Dept. AL, Box 264, Farmingdale, N.Y.



IMPROVE YOUR APPEARANCE with light-weight shoulder brace that gives comfortable, correct support to any man, woman or child. Made of batiste cloth, support has adjustable lace back for individual fit. Chest measurements 28 thru 45. Specify. \$3.49 ppd. Magic Mold, Dept. AL, 473 Livonia, Brooklyn, N.Y.

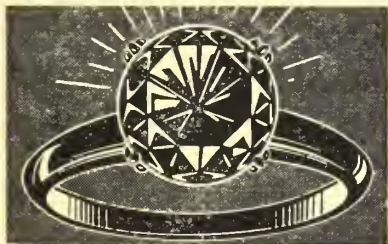
Shopping



USAF AIRCRAFT RANGE FINDER, made to determine range and elevation of approaching aircraft, works fine now to gauge distances, or as a hand sighting level. Accurate; 9" high. Good equipment. \$2.98 ppd. Standard American Aircraft, Dept. AL-11, 1 Park Ave., N.Y. 16.



GOLFER'S SCORE CADDIE won't improve your game, but it will let you score strokes without getting out card and pencil. Worn like a wrist watch, scorekeeper registers total for each hole and course total. Goldplated case; pigskin strap. \$2.95 ppd. Empire, Dept. AL-11, 140 Marbledale, Tuckahoe, N.Y.



A ONE CARAT brilliant white diamond ladies' or man's ring for \$395—that's the offer of these people who ask you to have it appraised by your jeweler. They'll refund the appraisal cost if diamond isn't worth at least 50% above their price. Free catalog. Empire Diamond, AL-11, Empire State Bldg., N.Y.



YOU CAN feel better and look better in one of these "West Point" health belts which has a special front panel that adjusts itself to the individual. Has non-roll top, detachable fly front. Waist sizes 26-46. \$3.98 ppd. 2 for \$7.59 ppd. Magic-Mold Dept. AL-11, 473 Livonia, Brooklyn 7, N.Y.



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PLATE BABY SHOES, jewelry, gifts, bronze and colored pearl. We finance. Free booklet. Plashop, 11029 South Vermont, Los Angeles 44.

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SENSATIONAL NEW longer-burning Light Bulb. Amazing Free Replacement Guarantee—never again buy light bulbs. No competition. Multi-million dollar market yours alone. Make small fortune even spare time. Incredibly quick sales. Free sales kit. Merlite (Bulb Div.), 114 E. 32nd, Dept. C-74X, New York 16.

WILL YOU WEAR new suits and topcoats without one penny cost and agree to show them to friends? You can make up to \$30.00 in a day even in spare time, without canvassing. J. C. Field & Son, Inc., Dept. N-1605, Harrison & Throop Sts., Chicago 7, Ill.

MONEY-MAKING OPPORTUNITY! Take big profit orders for world famous Patented Varieties Fruit Trees. Also Flowering Shrubs, Roses, Vines. Big Sales outfit Free. Stark Bro's, Desk 30151, Louisiana, Missouri.

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"HOW TO MAKE MONEY WITH SIMPLE CARTOONS"—A book everyone who likes to draw should have. It is free; no obligation. Simply address Cartoonists' Exchange, Dept. 13511, Pleasant Hill, Ohio.

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HIGH PAY OVERSEAS, DOMESTIC JOBS. Men, Women. Generous Benefits. Companies Pay Transportation. For info, write: World Wide, Dept. K5, 149 N. Franklin St., Hempstead, N.Y.

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POEMS NEEDED for songs. Rush poems. Crown Music, 47 AM West 32, New York 1.

DETECTIVE PROFESSION. Easy home study plan. Badge, Certificate, profitable future. Box 41197 AL, Los Angeles 41, California.

ELECTRONICS RADIO TELEVISION. Learn at home. Get catalog free. National Radio Institute, Dept. OMM8, Washington 16, D. C.

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LOANS ENTIRELY BY MAIL—\$600 OR LESS. Strictly confidential. Repay in 24 monthly payments. Write: Budget Finance Co., Dept. B-110, 114 S. 17, Omaha 2, Nebr.

BORROW \$50 TO \$600 FOR ANY PURPOSE. Confidential. 2 years to repay. Write for free loan application. American Loan Plan, City National Bldg., Dept. AC-11010, Omaha 2, Nebraska.

Need WORLDS OF HELP? Borrow up to \$600 for any purpose entirely by mail. Completely private. Repay in 24 monthly payments. Write for free loan application: World Finance Co., 620 Symes Bldg., Dept. B110, Denver 2, Colo.

HELP WANTED

SELL ADVERTISING MATCHBOOKS to local businesses. No experience needed—powerful sales kit free. Part, full-time. Match Corporation of America, Dept. EX-110, Chicago 32.

FOR THE FISHERMAN

KILL SUBMERGED WEEDS which foul up motor propellers, tangle fishing gear, with R-H WEED RHAP-20, Granular 2.4-D. Inexpensive, easy to use, sure results. For Free information write Reasor-Hill Corporation, Box 36 AL, Jacksonville, Arkansas.

FOR WOMEN

LADIES: Earn up to \$2.00 hour sewing baby-wear! No house selling! Easy to do. Send postcard to Cuties, Warsaw 183, Indiana.

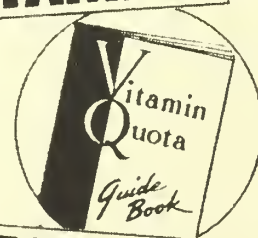
LEATHERCRAFT

FREE "DO-IT YOURSELF" Leathercraft Catalog. Tandy Leather Company, Box 791 F38, Fort Worth, Texas.



A FIRE ENGINE is always a thrill for any child, and here's a beauty that's made with the craftsmanship of yesterday. All wood, it's strong enough to sit on. Everything is in perfect scale—and works. It has a 3-section 5-foot extension ladder with hand guide ropes string up sides. Hose runs up and beyond full length of ladder, actually plays water through metal nozzle from hand pump at bottom. Brass bell clangs, light works, doors lock and open, hand cranks raise and pay out ladder from swivel base. Heavy-tread rubber tires. Imported from Germany. 2 feet of pleasure for \$24.50 ppd. Davis Model Co., Dept. AL-11, 509 East 80th, N. Y. 21.

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VITAMIN GUIDE BOOK will help you to know many of the important facts about vitamins. A combination catalog, it shows how you can save up to 50% on freshly-packed, guaranteed-potency vitamin products. For example, 100 capsules of vitamin A (25,000 units) are not \$1.75, but only 59¢, 100 tablets vitamin C (25 mg) not \$2.00, but only 80¢. So before you buy your next vitamins, read this book and be informed. Send for free catalog and Vitamin Guide Book to VITAMIN-QUOTA, Dept. A-170, 880 Broadway, N.Y. 3.

PARTING SHOTS

Ne Mure Hors D'Oeuvres

*The canapes frankly
Can loughish there dankly.
It's truly incredible
What's passed off as edible!*

— ETHEL JACOBSON

Happy Outlook

*A man is a true optimist if he lies awake
all night thinking how lucky he is that he
doesn't have insomnia.*

— JACK HERBERT

If He Has One

*Sometimes in a husband's married life
He may not find it pleasant
To have his past used by his wife
To get herself a present!*

— S. OMAR BARKER

Time Is Money

*A man who took his wife to one of those
snazzy restaurants reminded her: "Now,
remember, we've got to leave here promptly
at \$11.30."*

— HAROLD HELFER

Civic Duty

*An elderly gent living in a district noted
for vote juggling, was brought before an
investigating committee.*

*"So you admit," said the chairman, "that
you accepted \$50 from supporters of both
candidates?"*

*The old fellow nodded and the chairman
continued:*

"How did you finally vote?"

*"I voted," was the proud reply, "strictly
according to my conscience."*

— F. G. KERNAN

The Last Word

*When angry quarrels come about
And someone starts to scold and shout,
You'll find a softly spoken word —
Cannot possibly be heard.*

— CURTIS HEATH

Strange Sickness

*A neurotic is a person who suffers from
causes for which there is no known disease.*

— HAROLD COFFIN

When In Rome . . .

*A refugee couple arrived in the United
States several years ago with one dream —
to become citizens. Through much redtape
and years of study, they were patient and
hopeful. Then one day the husband rushed
into the kitchen with the long-awaited
good news. "Anna!" he shouted. "At last!
We are Americans!" "Fine," replied the*

*wife, tying her apron around him. "Now
you wash the dishes."*

— LAMBERT MEYER

Pour Thing!

*Rain is what happens
when the air has more moisture
than it knows what to dew with!*

— S. S. BIDDLE

Aggrieved

*It isn't the fact that the party is sheer
Torture that makes a man bitter;
It's the fact that in order to stick it out here,
He's paying a sitter!*

— MAY RICHSTONE

Softie

*The man who acquiesces to a loved one's
wishes that he give up golf is putting the
heart before the course.*

— JULIAN BROWN

Highway

*Oh, let me dwell where the lawns stay clean
According to nature's plan
And not in a house by the side of the road,
Where I pick up the gum papers,
cigarette packs,
Beer cans, cigar wrappers and matchbooks
of man.*

— HERBERT WARFEL

Reason Enough

*Mrs. Baxter was more than slightly
plump. One day her cleaning lady, inclined
to be overly outspoken and intimate, asked,
"Just how much do you really weigh, Mrs.
Baxter?"*

*"I never weigh myself, Mary. I think it's
so much more refined to be able to say, 'I
don't know,' than it is to say, 'It's none of
your darned business.'"*

— LEE J. BORDEN, SR.

Which Nobody Can Deny

*Puzzling about the Ways of Women
Has never bothered my brain.
I've studied each whimsical phase of women
And the facts are perfectly plain
And the sum of my expert knowledge is
Briefly and simply as follows, viz:
Women will squander or save like women,
Be timid or gaily brave like women,
In other words, women behave like women
Whatever they're aiming at.
This is the slant I get on women,
The one and only safe bet on women,
(And you can't always bet on that!)*

— BERTON BRALEY

Auto Accessories

*A better safety idea than putting drivers
in seat belts would be putting a lot of them
in straitjackets.*

— HAL CHADWICK

Worthwhile Take

*"Well, madam," beamed the psychiatrist,
"I think we've got your kleptomania under
control now."*

*The woman smiled gratefully and got up
to leave.*

*"However," warned the doctor, "if you
feel yourself having a relapse, pick me up
one of those little transistor radios, will
you?"*

— HARRY RAMISAY



"Do you call that well done?"

From the Curd and Whey of your childhood

CHEESE LIKE IT WAS

*Not colored—not processed—
just natural cheese—aged in
caves—country cured.*



SAGE CHEESE
Favorite of Henry VIII

Rarely made today—the same aged Cheddar used for our Cheddar bar is liberally sprinkled with Sage. Tastes wonderful! Just under 2 lbs.



SHARP CHEDDAR
Natural Country Aged

Until you try it, you'll never know what two years aging in the even temperature of a Vermont cave can do to a fresh whole-milk cheese. Foot-long bar—1¾ lbs.



SMOKED BAR
A Drinking Cheese

Smoked golden for 5 days over a slow-burning maple-hickory log fire, this is a craft, not a production. A foot (and 1½ lbs.) of exciting eating.

SUGARBUSH FARM, RFD 7A, Taftsville, Vermont

- Foot-long Sage Bars @ \$2.45
- Foot-long Cheddar Bars @ \$2.45
- Foot-long Smoked Bars @ \$2.45
(Add 55c postage per order)
- All Three Bars @ \$6.95
(Add \$1.25 postage per order)
- Giant 12-lb. Cheddar Wheels @ \$18.60
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GIANT 12-lb. CHEDDAR WHEEL

Now this is the true country cheese, and we're one of the few still willing to age the big ones. None are pasteurized, colored, processed or artificially flavored. They're just fresh whole-milk cheeses aged in the dark even coolness of our Vermont caves. We can't give a blanket age on these. Each is different and each is individually watched. When we feel a cheese has developed its full flavor, and has the right sharp taste, we put it up for sale. But we can say they usually run about two years. Sharp, crumbly, special.

HOW WE PUT UP CHEESE IN VERMONT

The answer is with care. The foot-long bars, for instance. Take time to prepare, but then you get perfect cracker-size slices. And the way we put the bars up—each is hand-wrapped in foil (perfect moisture barrier), dipped twice in a special microcrystalline wax which keeps cheese from drying out. And the different color waxes—one wax pot would be easier, but we think each cheese should have its own bright package. Finally, each bar is wrapped in cellophane. That gives you an idea. We hope you, and your friends, will try our country-cured cheese.



has
found the secret that
UNLOCKS FLAVOR
in a filter cigarette



In today's L&M... fine tobaccos can be blended not to suit a filter...but to suit your taste!